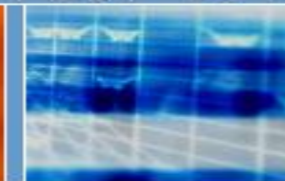


Advanced Analysis with Google Analytics

(things I messed up the 1st time)

Slide 1 of 247

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



PLAZA-DIGITAL

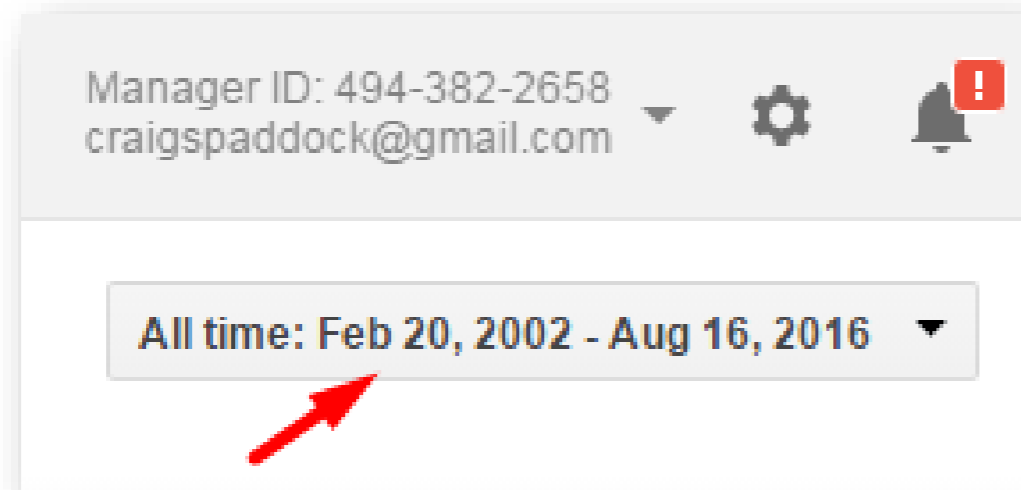
Search/Analytics Experience

Google Premier Partner



20+ years, 17 years running AdWords

PubCon speaker on *Keyphrase Research*



DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



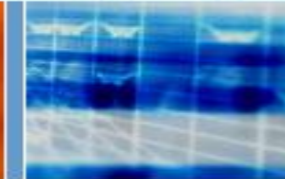
PLAZA-DIGITAL

WHAT I KNOW

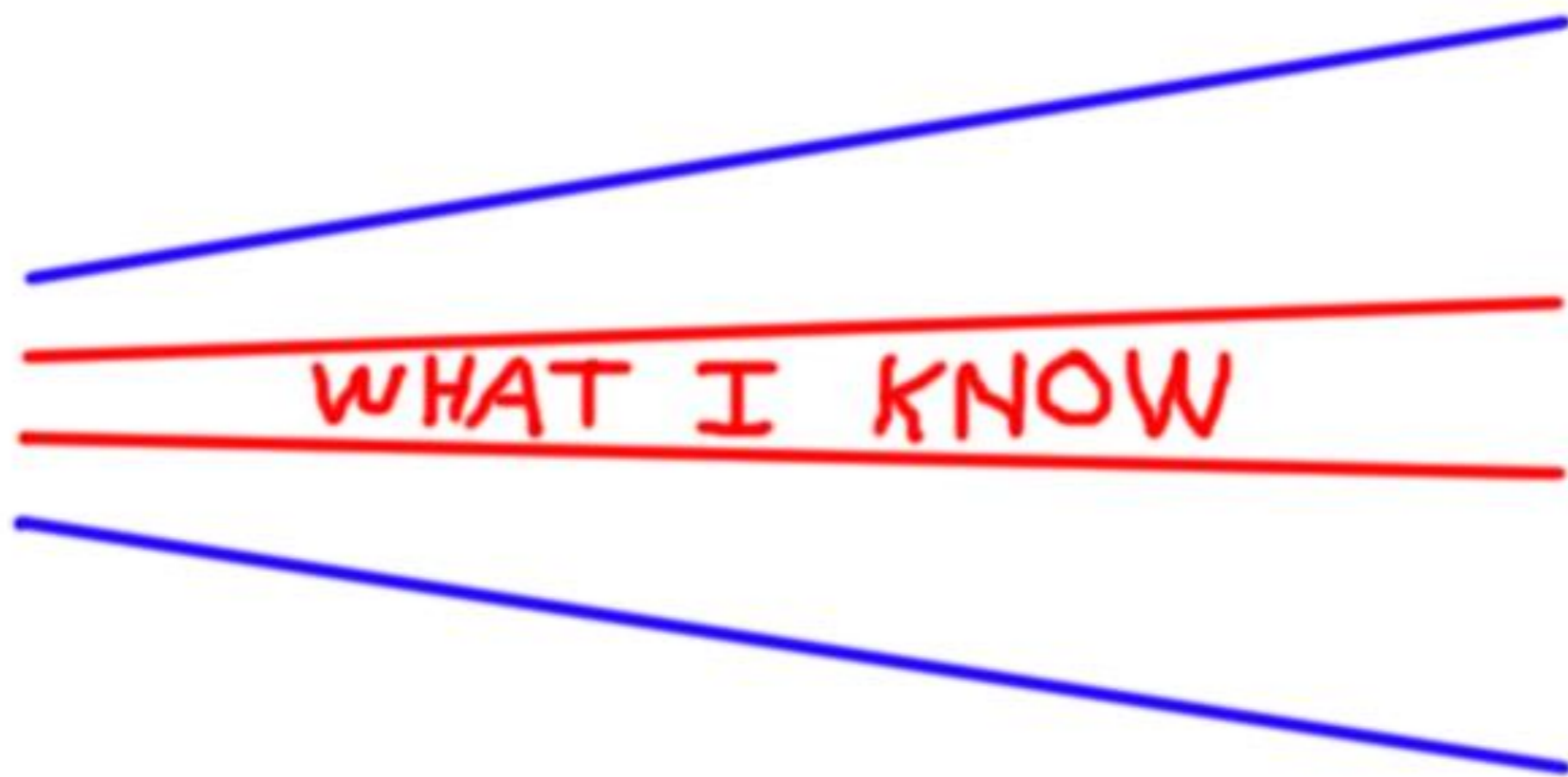
1999

2019

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



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1999

2019

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



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Analytics Acronyms

GA – Google Analytics

GTM – Google Tag Manager

GDS – Google Data Studio

CPC – Cost per click

CVR – conversion rate

RPC – revenue per click

ROAS – Return on ad spend

ROI – Return on investment (based on profit, not revenue)

YOY/MOM – Year over year, Month over month

Analytics Misinterpretation:

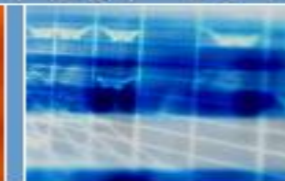
Tracking 100% accurate?

Attribution - Incremental?

Sample size

Lifetime value vs short term ROI

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS

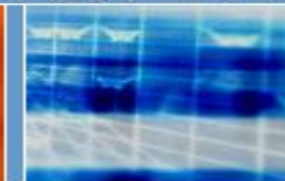


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GA CVR ≠ CVR

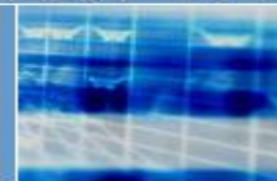


	Metric	Transactions	CVR
Sessions	57,639	425	0.74%
Users	41,675	425	1.02%



User \neq User
User = Cookie

1 user on mobile and desktop = 2 users
1 user on two different browsers = 2 users



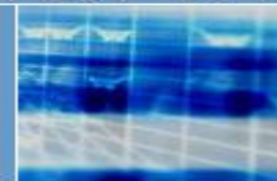
WordPress – Google Analytics Implementation



Google Analytics

```
<!-- Global site tag (gtag.js) - Google Analytics -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-79320202-1"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'UA-79320202-1');  
</script>
```

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS




PLAZA-DIGITAL

WordPress – Google Analytics Implementation

The screenshot displays the Google Analytics Admin interface. At the top, the 'Analytics' logo is on the left, followed by 'All accounts > Test Website' and 'All Web Site Data'. A search bar on the right contains the text 'Try searching for "audience overview"'. Below this is a navigation bar with 'ADMIN' and 'USER' tabs. The main content area is split into two columns: 'Account' and 'Property'. The 'Account' column has a '+ Create Account' button and a dropdown menu for 'Test Account'. Below this are links for 'Account Settings', 'User Management', 'All Filters', 'Change History', and 'Trash Can'. The 'Property' column has a '+ Create Property' button and a dropdown menu for 'Test Website'. Below this are links for 'Property Settings', 'User Management', 'Tracking Info', and a list of tracking code options: 'Tracking Code', 'Data Collection', 'Data Retention', 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', and 'Search Term Exclusion List'. A red arrow points to the gear icon in the bottom left corner of the interface. Another red arrow points to the 'Tracking Info' link in the 'Property' column. A third red arrow points to the 'Tracking Code' link in the 'Property' column.



WordPress – Google Analytics Implementation




Google Analytics Dashboard Plugin for WordPress by MonsterInsights [Activate](#)
[More Details](#)

The best Google Analytics plugin for WordPress. See how visitors find and use your website, so you can keep them coming back.

By MonsterInsights

★★★★★ (1,081) Last Updated: 1 week ago
2+ Million Active Installations ✔ Compatible with your version of WordPress




Google Analytics Dashboard for WP by ExactMetrics (formerly GADWP) [Activate](#)
[More Details](#)

Connects Google Analytics with your WordPress site. Displays stats to help you understand your users and site content on a whole new level!

By ExactMetrics

★★★★★ (393) Last Updated: 2 months ago
1+ Million Active Installations ✔ Compatible with your version of WordPress



WooCommerce Google Analytics Integration [Install Now](#)
[More Details](#)

Provides integration between Google Analytics and WooCommerce.

By WooCommerce

★★★★☆ (68) Last Updated: 2 months ago
100,000+ Active Installations Untested with your version of WordPress



Google Analytics Dashboard Plugin for WordPress by Analytify [Install Now](#)
[More Details](#)


Google Analytics for WordPress by Analytify is the must-have Plugin for Google Analytics! Now Enhanced eCommerce Tracking is available for WooCommerce

By Analytify

★★★★★ (251) Last Updated: 3 weeks ago
40,000+ Active Installations ✔ Compatible with your version of WordPress



WordPress – Google Analytics Implementation



Google Analytics Dashboard Plugin for WordPress by MonsterInsights


The best Google Analytics plugin for WordPress. See how visitors find and use your website, so you can keep them coming back.

By *MonsterInsights*

★★★★☆ (1,081) Last Updated: 1 week ago

2+ Million Active Installations ✓ Compatible with your version of WordPress

[Activate](#) [More Details](#)



MonsterInsights

[Save Changes](#)

[General](#) [Engagement](#) [eCommerce](#) [Publisher](#) [Conversions](#) [Advanced](#)

Google Authentication

Connect Google Analytics + WordPress

You will be taken to the MonsterInsights website where you'll need to connect your Analytics account.

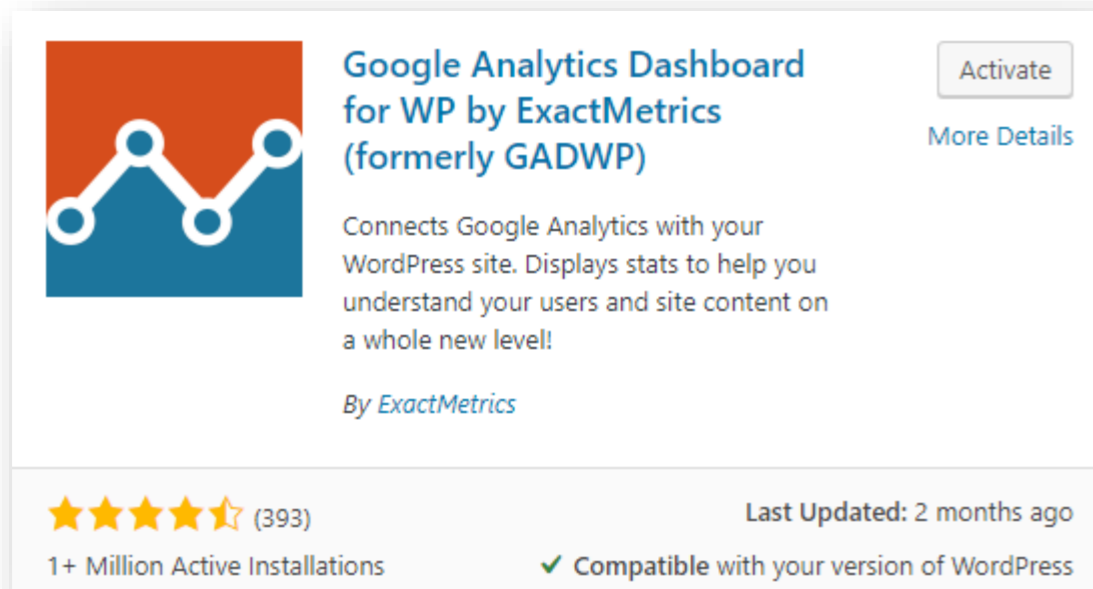
[Connect MonsterInsights](#)

Manually Enter Your UA Code

Warning: If you use a manual UA code, you won't be able to use any of the reporting and some of the tracking features. Your UA code should look like UA-XXXXXX-XX where the X's are numbers.



WordPress – Google Analytics Implementation



Google Analytics Dashboard for WP by ExactMetrics (formerly GADWP) Activate
[More Details](#)

Connects Google Analytics with your WordPress site. Displays stats to help you understand your users and site content on a whole new level!

By *ExactMetrics*

★★★★☆ (393) Last Updated: 2 months ago

1+ Million Active Installations ✓ Compatible with your version of WordPress

Google Analytics Tracking Code

Something went wrong, check [Errors & Debug](#) or [authorize the plugin](#).

Basic Settings | Events Tracking | Custom Definitions | Exclude Tracking | Advanced Settings | Integration

Tracking Settings

Tracking Type: (dropdown menu with options: Analytics, Tag Manager, Disabled)
Default URL:
Time Zone:

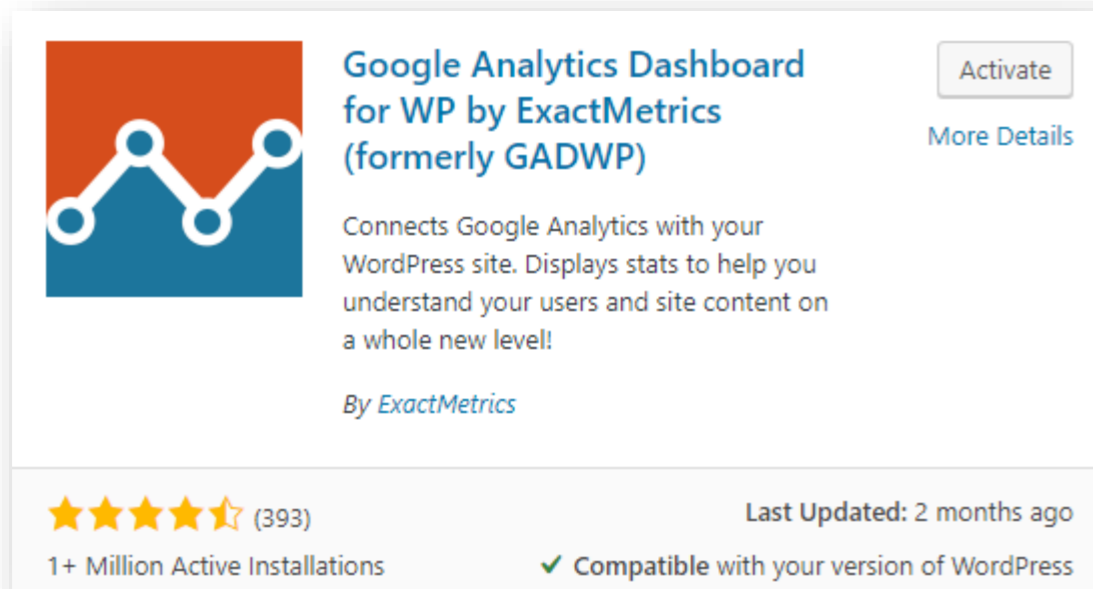
Off use global site tag gtag.js (not recommended)

Code Placement: (dropdown menu)

[Save Changes](#)



WordPress – Google Analytics Implementation



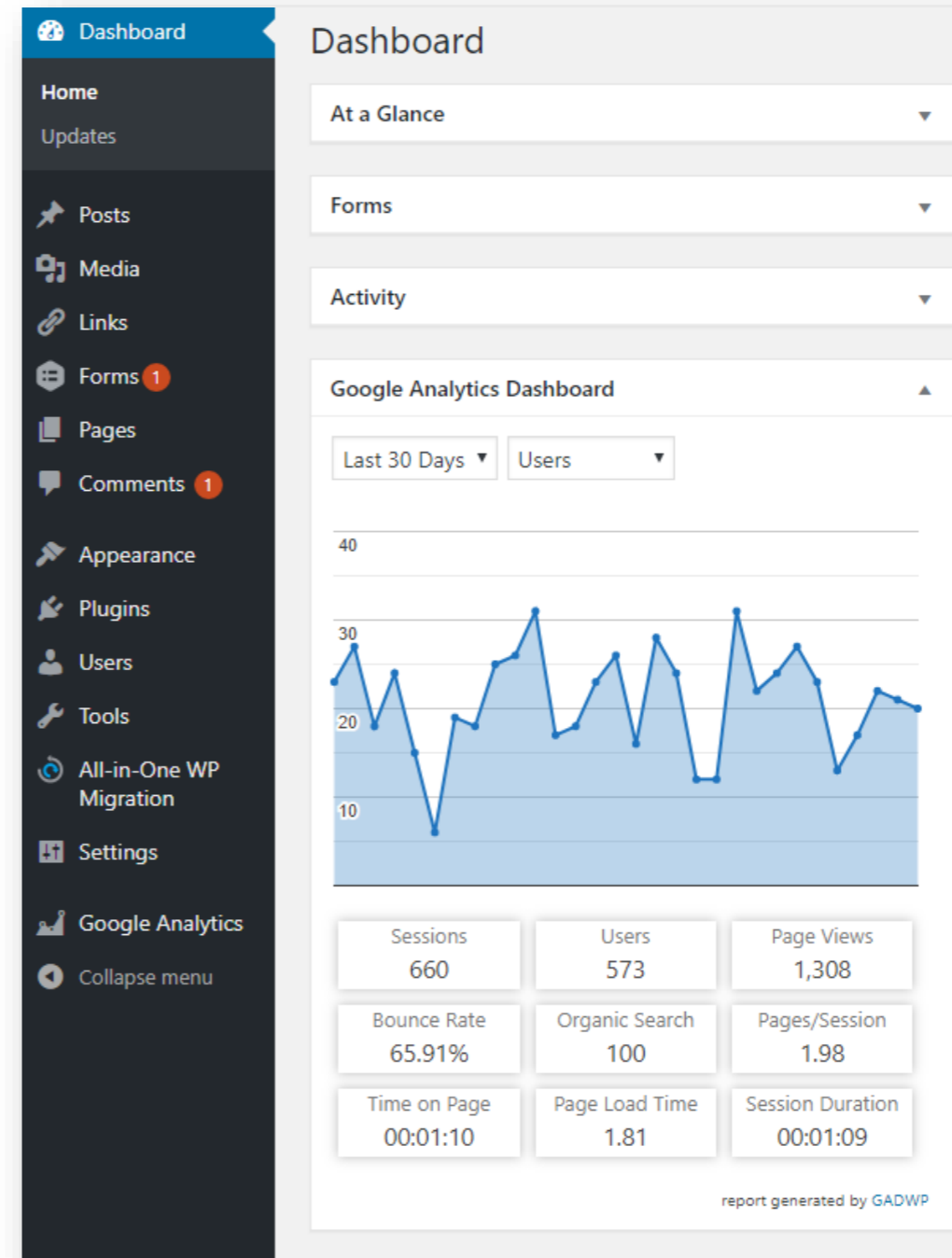
Google Analytics Dashboard for WP by ExactMetrics (formerly GADWP) Activate
[More Details](#)

Connects Google Analytics with your WordPress site. Displays stats to help you understand your users and site content on a whole new level!

By *ExactMetrics*

★★★★☆ (393) Last Updated: 2 months ago

1+ Million Active Installations ✓ Compatible with your version of WordPress



Dashboard


At a Glance

Forms

Activity

Google Analytics Dashboard

Last 30 Days | Users

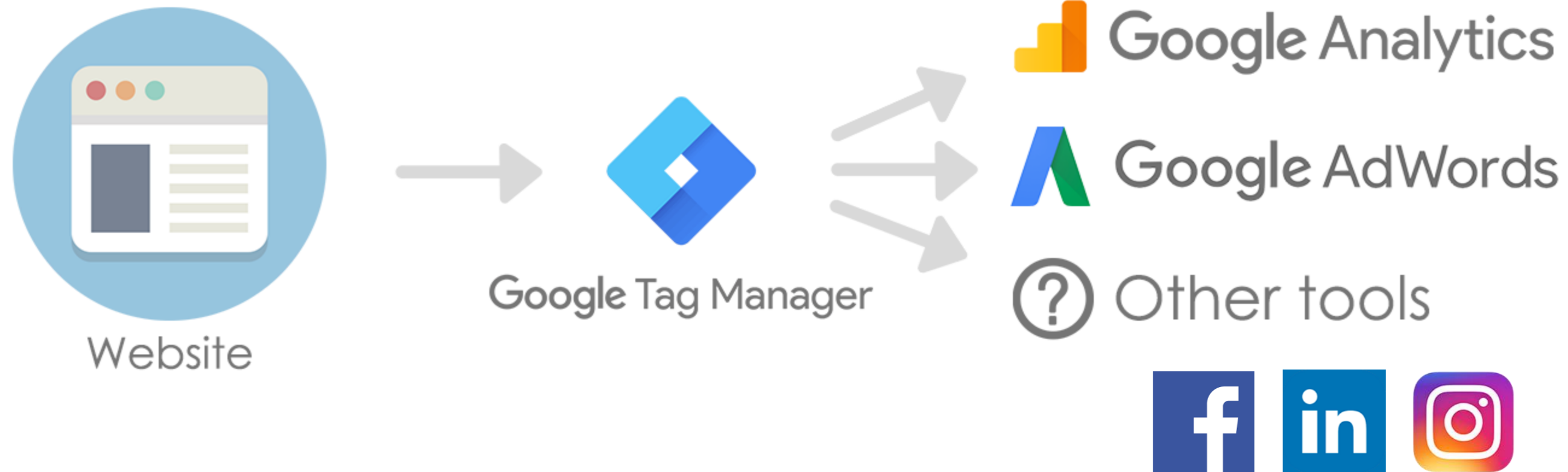


Sessions	660	Users	573	Page Views	1,308
Bounce Rate	65.91%	Organic Search	100	Pages/Session	1.98
Time on Page	00:01:10	Page Load Time	1.81	Session Duration	00:01:09

report generated by GADWP

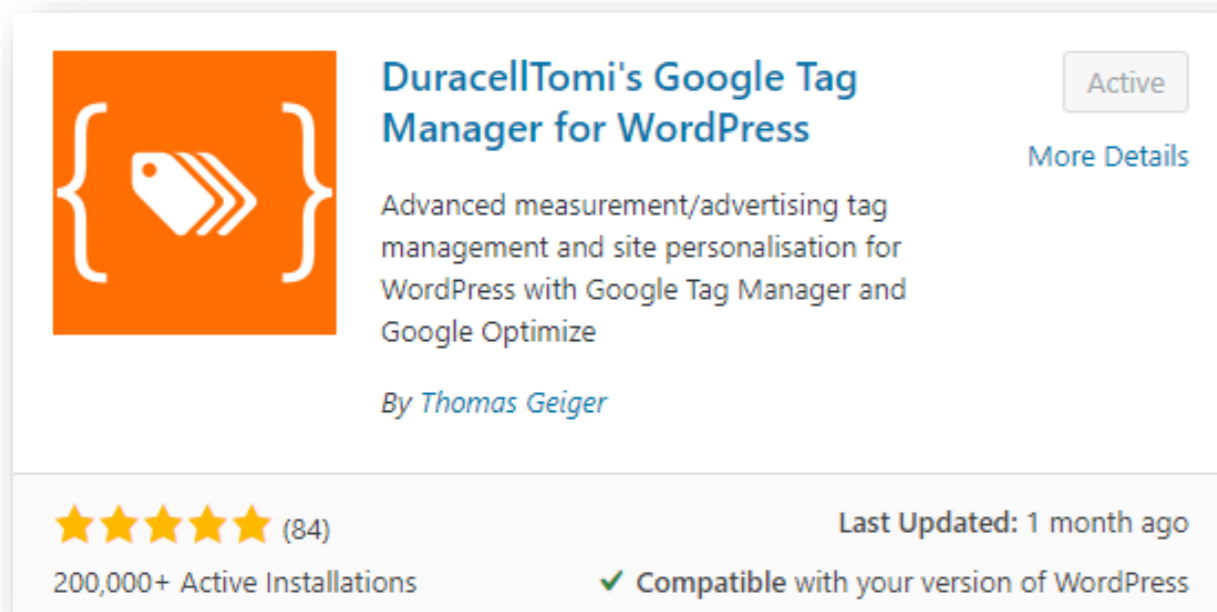


WordPress – Google Analytics Implementation



- 50+ built in integrations
- Custom HTML
- If migrating to GTM, remove old GA code!

WordPress – Google Analytics Implementation



DuracellTomi's Google Tag Manager for WordPress Active
[More Details](#)

Advanced measurement/advertising tag management and site personalisation for WordPress with Google Tag Manager and Google Optimize

By *Thomas Geiger*

★★★★★ (84) Last Updated: 1 month ago

200,000+ Active Installations ✓ Compatible with your version of WordPress

Google Tag Manager for WordPress options

[General](#) [Basic data](#) [Events](#) [Scroll tracking](#) [Blacklist tags](#) [Integration](#) [Advanced](#) [Credits](#)

This plugin is intended to be used by IT girls&guys and marketing staff. Please be sure you read the [Google Tag Manager Help Center](#) before you start using this plugin.

Google Tag Manager ID
Enter your Google Tag Manager ID here. Use comma without space (,) to enter multiple IDs.

Container code placement

- Footer of the page (not recommended by Google, no tweak in your template required)
- Custom (needs tweak in your template)
- Codeless injection (no tweak, right placement but experimental, could break your frontend)
- Off (only add data layer to the page source)

Code placement decides where to put the second, so called noscript part of the GTM container code. This code is usually only executed if your visitor has for some reason disabled JavaScript. The main GTM container code will be placed into the `<head>` section of your webpages anyway (where it belongs to). If you select 'Custom' you need to edit your template file and add the following line just after the opening `<body>` tag:

```
<?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
```

[Save Changes](#)

WordPress – Google Analytics Implementation

Default conversions to track:

- Transactions (with Revenue)
- Form Submissions
- Click to Call
- Click to Email



Google Tag Manager

Tags		
Name ↓	Type	Firing Triggers
GA - Tracking Code	Google Analytics - Universal Analytics	All Pages
GA - Event - Form Submit	Google Analytics - Universal Analytics	Form Submit
GA - Event - Click to Email	Google Analytics - Universal Analytics	Click to Email
GA - Event - Click to Call	Google Analytics - Universal Analytics	Click to Call



Google Analytics Troubleshooting

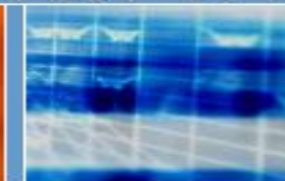
Google Tag Assistant

The screenshot shows a browser window with the URL <https://bennettkc.com>. The Google Tag Assistant extension is open, displaying the 'Result of Tag Analysis' for 2 tags. The detected tags are:

- 1. Google Analytics (UA-72354445-1)
- 2. Google Tag Manager (GTM-MKVTJC)

Below the tag list, there is a section for 'Additional permissions requested' with a dropdown arrow. At the bottom, there are buttons for 'Record' and 'VIEW RECORDINGS', along with a checkbox for 'Check if other extensions are blocking tags' and 'Allow'/'Later' buttons.

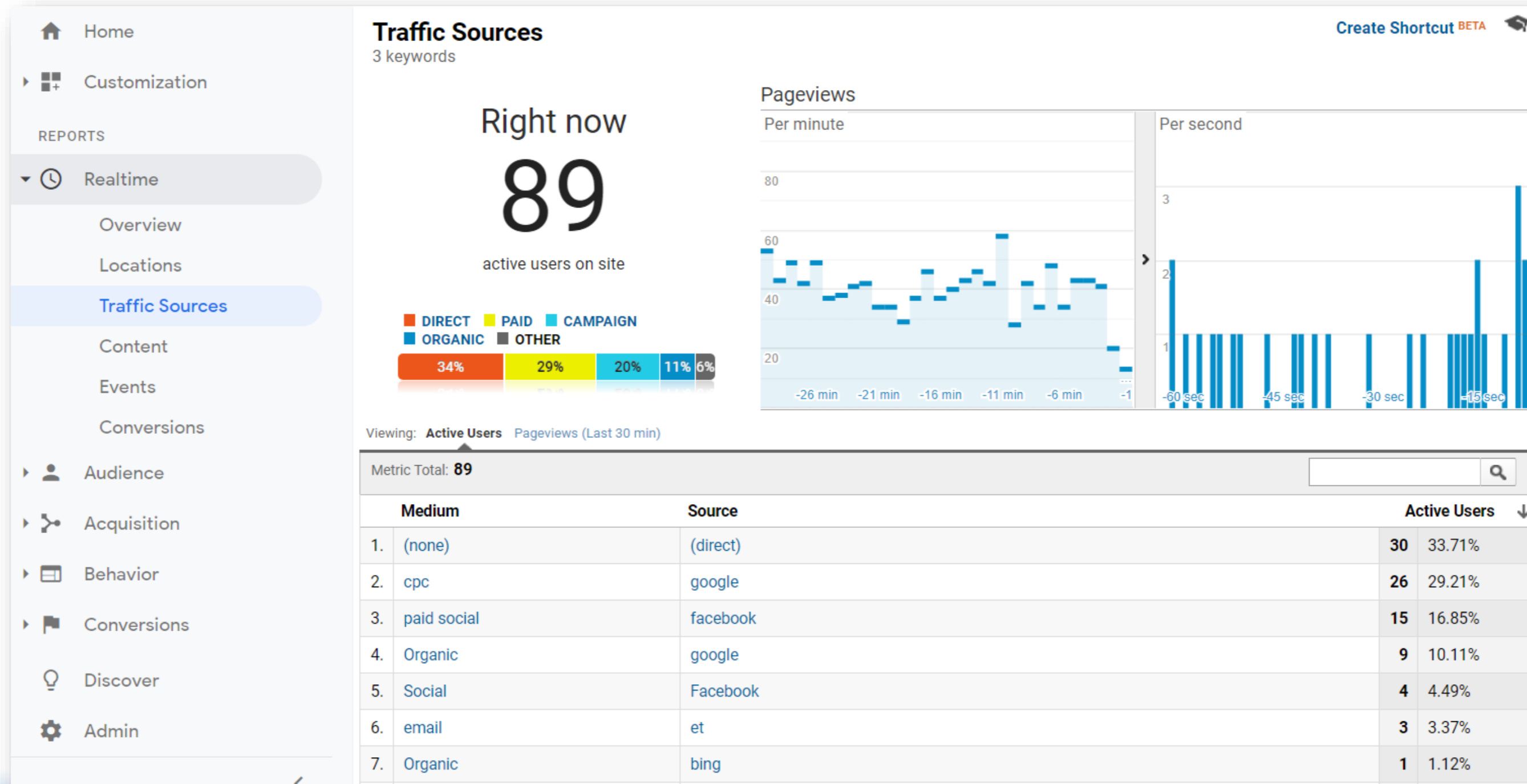
DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



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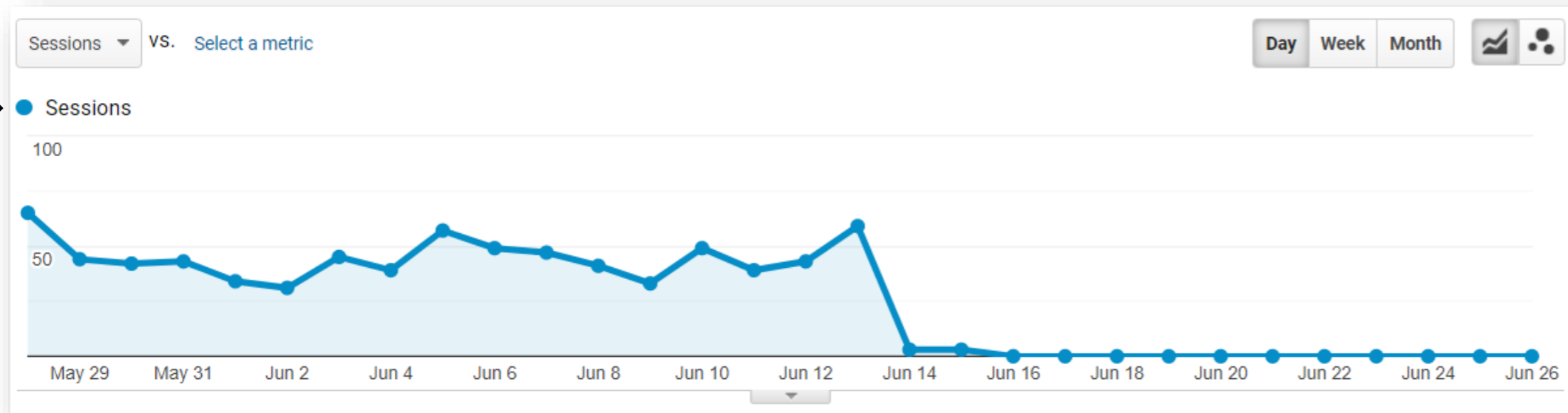
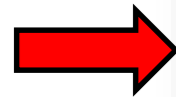
Google Analytics Troubleshooting

Realtime Report in Google Analytics



Google Analytics Troubleshooting

Sessions Drop Off:



Top Causes:

- Tracking code removed
- GA/GTM plugin deleted

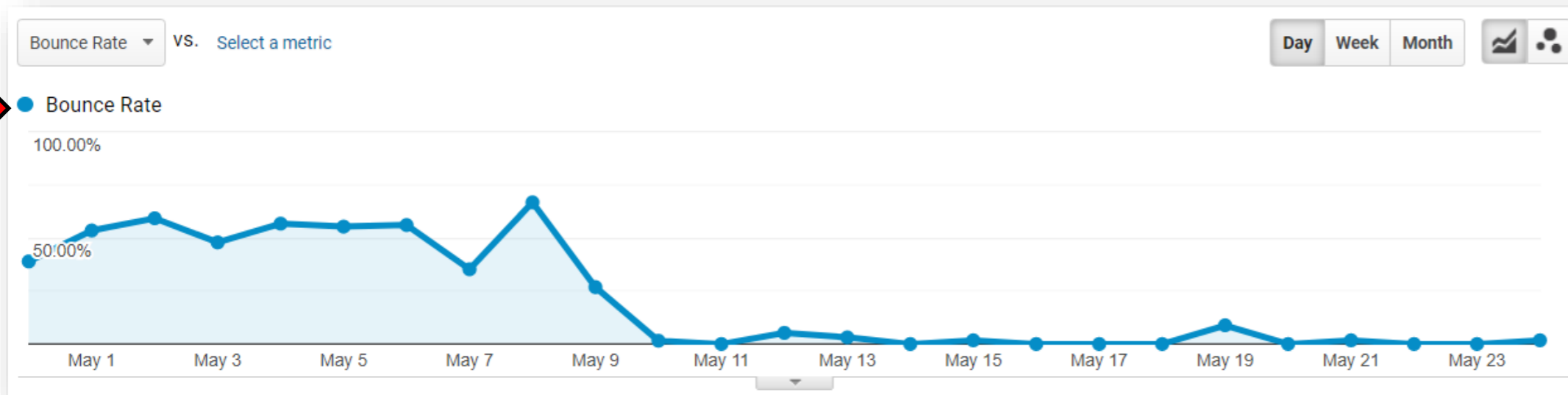
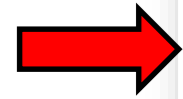
The screenshot shows the Google Tag Assistant interface. At the top, it says 'Google Tag Assistant' with a star and settings icon. Below that, it displays 'Result of Tag Analysis' with '0 In total'. A message box says 'No tags found.' There is a large tag icon with a slash through it. Below this, there is a section 'Where to optimize' with a button 'Add Google Analytics'. Another section 'Additional permissions requested' has a checkbox and buttons 'Allow' and 'Later'. At the bottom, there is a 'Record' button and a 'VIEW RECORDINGS' link.



Configure GA alerts so problems
are known immediately!

Google Analytics Troubleshooting

Bounce Rate to 0%:




Top Causes:

- Duplicate tracking code
- Extra plugins with GA code
- Extra GA Events firing (interactive vs non interactive)

The screenshot shows the Google Tag Assistant interface for a Google Analytics UA-14851817-1 property. It displays metadata such as Web Property ID, Code Version/Syntax, and Protocol version number. Below the metadata, there are two optimization suggestions: 'Pageview Requests' (2) and 'Keep Alive' (1). A section titled 'Where to optimize' lists two issues: 'Same web property ID is tracked twice' and 'Non-standard implementation'. At the bottom, there are buttons for 'Record' and 'VIEW RECORDINGS'.

Google Analytics Troubleshooting



All in One SEO Pack

The original WordPress SEO plugin, downloaded over 50,000,000 times since 2007.

By Michael Torbert

★★★★☆ (447)

2+ Million Active Installations

Last Updated: 2 weeks ago

Compatible with your version of WordPress

[Install Now](#) [More Details](#)

Google Settings

Display Sitelinks Search Box:

Google Analytics ID:

Traffic Sources

0 keywords

Right now

1

active users on site

DIRECT 100%

Viewing: **Active Users** Pageviews (Last 30 min)

Metric Total: 1

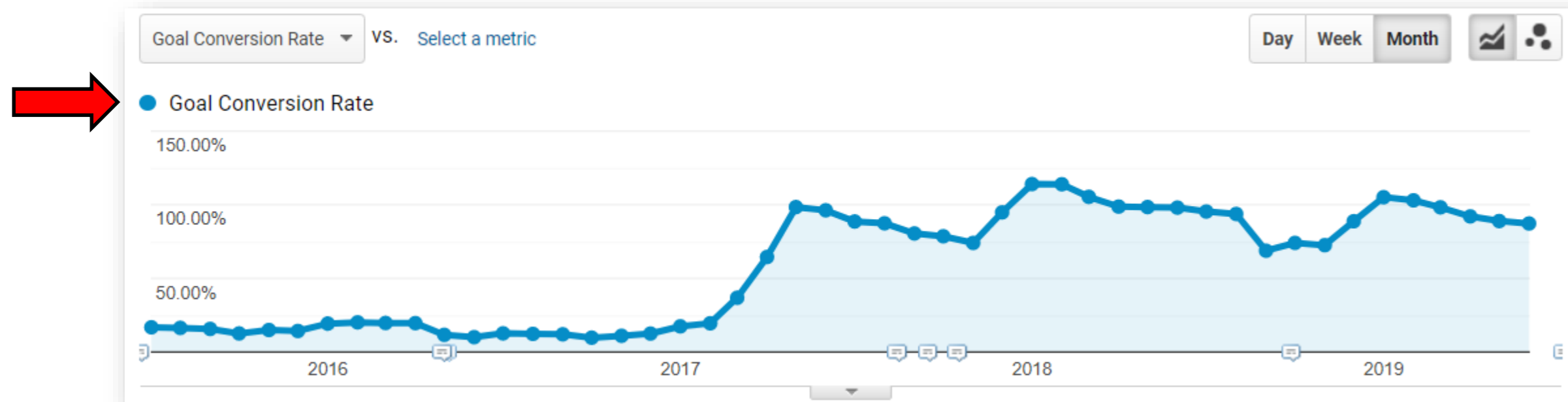
Medium	Source	Active Users
1. (none)	(direct)	1 100.00%

Pageviews: Per minute (0-3) and Per second (0-3) charts. A red arrow points to a spike in the per second chart at -30 sec.



Google Analytics Troubleshooting

Change in Conversion Rate:



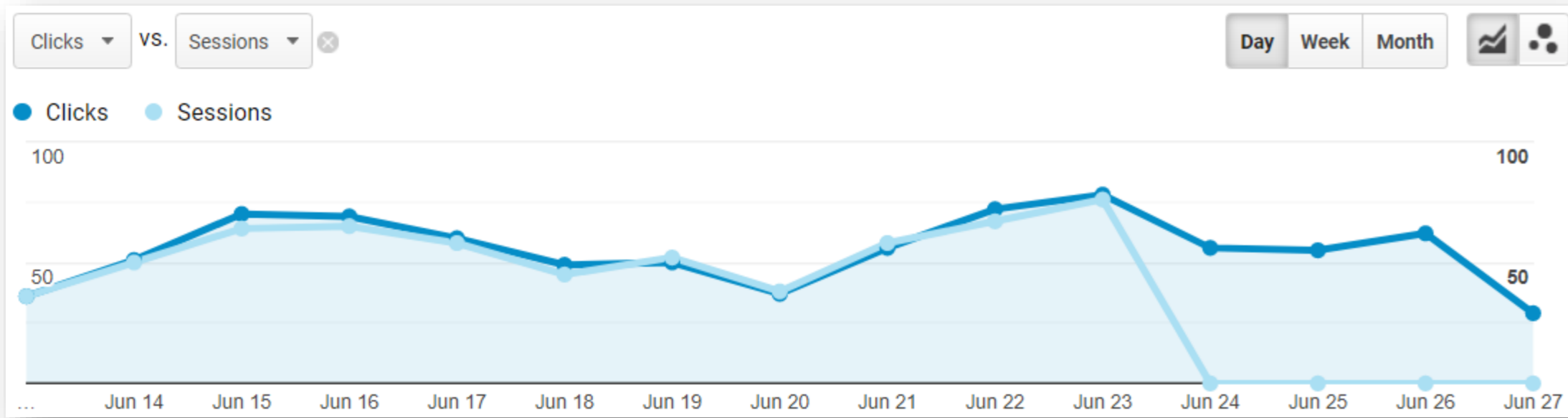
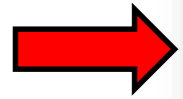
Top Causes:

- Goals improperly configured
- Extra GA Events firing
- “Smart” Goals

- Compare to CRM data! (Within 5-10%)

Google Analytics Troubleshooting

Google Ads Click & Session Discrepancy:



Top Causes:

- Tracking code removed
- Broken pages
- Redirects
- Re-used tracking parameters

Google Tag Assistant

Result of Tag Analysis 0 In total

No tags found.

Where to optimize

[Add Google Analytics](#)

Additional permissions requested

Check if other extensions are blocking tags [Allow](#) [Later](#)

[Record](#) [VIEW RECORDINGS](#)

Google Analytics Troubleshooting

Consistency is important for data aggregation:

Final URL ?	Acquisition	
	Clicks ?	Cost ?
	32,471 % of Total: 60.13% (54,003)	\$23,031.72 % of Total: 70.87% (\$32,499.91)
1. https://www.fortmyers-sanibel.com/stay	7,646 (23.55%)	\$6,369.19 (27.65%)
2. https://www.fortmyers-sanibel.com/stay/vacation-rental	7,114 (21.91%)	\$3,586.24 (15.57%)
3. https://www.fortmyers-sanibel.com/	763 (2.35%)	\$3,193.97 (13.87%)
4. https://www.fortmyers-sanibel.com	2,543 (7.83%)	\$1,714.02 (7.44%)

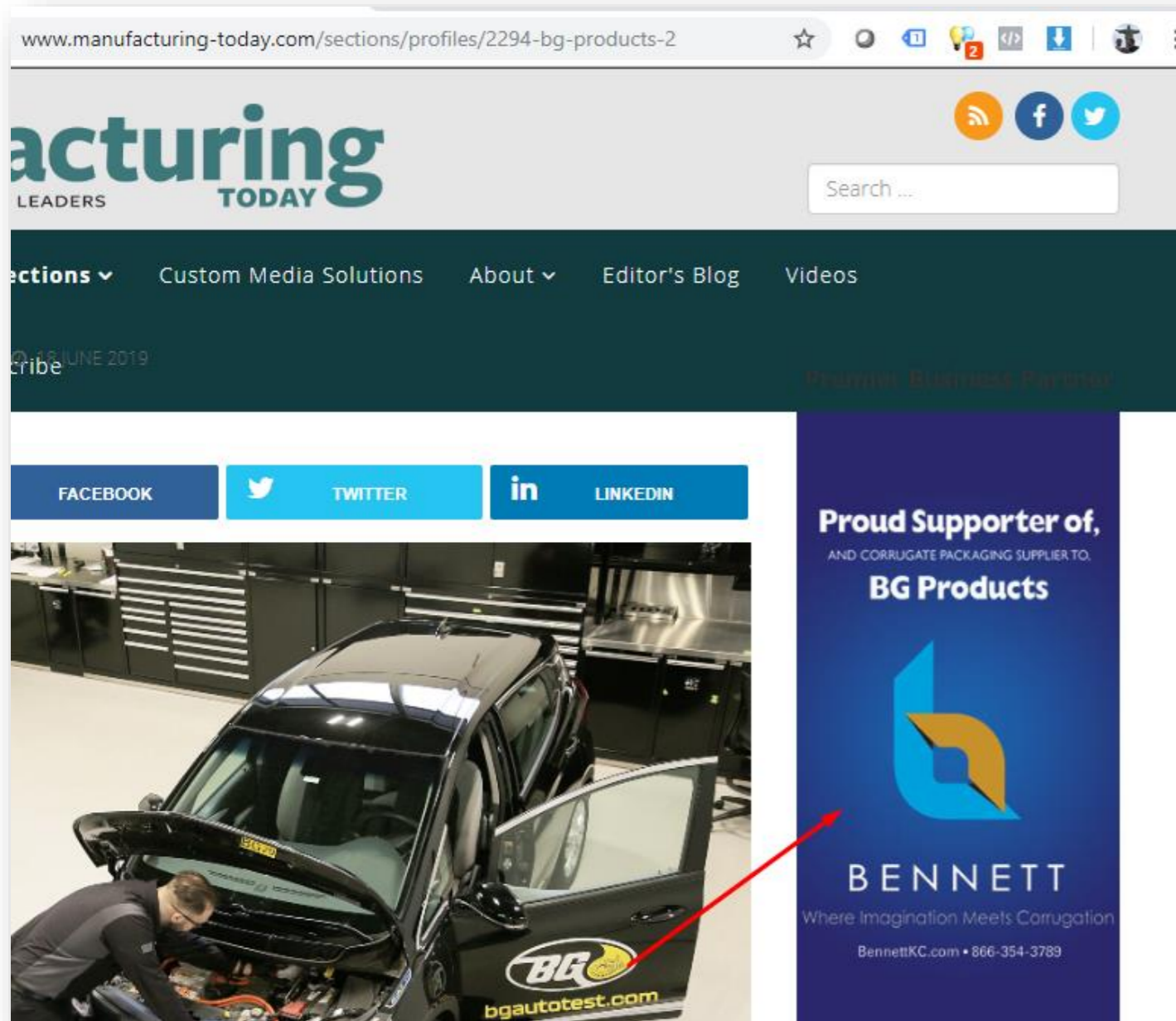
Source / Medium ?	Acquisition		
	Users ?	New Users ?	Sessions ?
	1,903 % of Total: 2.22% (85,668)	1,821 % of Total: 2.20% (82,756)	2,362 % of Total: 2.30% (102,626)
1. facebook-paid / social	1,018 (52.86%)	1,012 (55.57%)	1,071 (45.34%)
2. linkedin-paid / social	373 (19.37%)	371 (20.37%)	505 (21.38%)
3. social / facebook-paid	201 (10.44%)	197 (10.82%)	206 (8.72%)
4. linkedin-unpaid / social	179 (9.29%)	126 (6.92%)	325 (13.76%)
5. social / linkedin-organic	43 (2.23%)	28 (1.54%)	119 (5.04%)
6. social / linkedin-paid	38 (1.97%)	36 (1.98%)	40 (1.69%)
7. facebook-unpaid / social	32 (1.66%)	25 (1.37%)	45 (1.91%)
8. social / linkedin-unpaid	13 (0.67%)	6 (0.33%)	15 (0.64%)
9. social / facebook-unpaid	11 (0.57%)	8 (0.44%)	17 (0.72%)
10. social / facebook-organic	7 (0.36%)	5 (0.27%)	7 (0.30%)
11. linkedin / social	5 (0.26%)	2 (0.11%)	6 (0.25%)
12. facebook / social	4 (0.21%)	3 (0.16%)	4 (0.17%)
13. linkedin-paid / (not set)	2 (0.10%)	2 (0.11%)	2 (0.08%)

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Troubleshooting - Campaign vs Referral



Plot Rows Secondary dimension: Full Referrer Sort Type: Default

Source / Medium ? Full Referrer ?

		Acquisition	
		Users ?	New Users ?
		711 % of Total: 100.00% (711)	662 % of Total: 100.00% (662)
<input type="checkbox"/>	1. google / cpc	288 (39.61%)	272 (41.09%)
<input type="checkbox"/>	2. google / organic	163 (22.42%)	143 (21.60%)
<input type="checkbox"/>	3. (direct) / (none)	129 (17.74%)	121 (18.28%)
<input type="checkbox"/>	4. bing / cpc	106 (14.58%)	96 (14.50%)
<input type="checkbox"/>	5. bing / organic	10 (1.38%)	9 (1.36%)
<input type="checkbox"/>	6. facebook / social	7 (0.96%)	6 (0.91%)
<input type="checkbox"/>	7. manufacturing-today.com / referral	4 (0.55%)	2 (0.30%)
<input type="checkbox"/>	8. sogou / organic	3 (0.41%)	3 (0.45%)
<input type="checkbox"/>	9. app.hubspot.com / referral	1 (0.14%)	0 (0.00%)
<input type="checkbox"/>	10. artpress.top / referral	1 (0.14%)	1 (0.15%)

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



Troubleshooting - *Campaign vs Referral*

If placement is paid - add UTM's

Differentiate between a paid and organic/non-paid listing

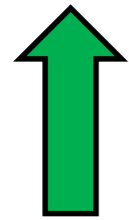
Differentiate different creative



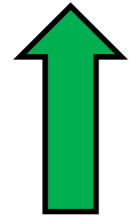
Real ROI vs Analytics ROI



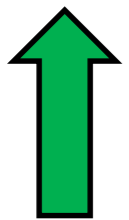
Segment brand keyphrase from generic keyphrases



Lost cookie = Direct / Additional Phone Value



Monitor “assisted” value – 2:1 vs Last Click attribution



Lifetime Value Analysis – Break even on first sale

Paid Search Opportunity:

Default Channel Grouping	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	2,224,786 % of Total: 100.00% (2,224,786)	4,636,877 % of Total: 100.00% (4,636,877)	\$9,390,669.87 % of Total: 100.00% (\$9,390,669.87)	92,614 % of Total: 100.00% (92,614)	\$101.40 Avg for View: \$101.40 (0.00%)	2.00% Avg for View: 2.00% (0.00%)	\$2.03 Avg for View: \$2.03 (0.00%)
1. Paid Search	935,222 (37.06%)	1,715,451 (37.00%)	\$3,603,231.87 (38.37%)	37,103 (40.06%)	\$97.11	2.16%	\$2.10
2. Organic Search	778,809 (30.86%)	1,243,057 (26.81%)	\$2,091,562.69 (22.27%)	19,624 (21.19%)	\$106.58	1.58%	\$1.68
3. Direct	435,135 (17.24%)	736,075 (15.87%)	\$1,500,048.93 (15.97%)	14,092 (15.22%)	\$106.45	1.91%	\$2.04
4. Email	240,720 (9.54%)	677,454 (14.61%)	\$1,631,610.75 (17.37%)	17,232 (18.61%)	\$94.68	2.54%	\$2.41
5. Display	53,589 (2.12%)	133,096 (2.87%)	\$91,227.19 (0.97%)	1,012 (1.09%)	\$90.15	0.76%	\$0.69
6. Social	46,816 (1.86%)	62,774 (1.35%)	\$62,924.32 (0.67%)	689 (0.74%)	\$91.33	1.10%	\$1.00

Bids should match performance!



Paid Search Opportunity:

 Use estimated first position bids

People didn't see your ads at the top of search results. Estimated first position bids can help.

Estimated first position bids are the cost-per-click bids that will likely put your ads in the top position of page one, above search results. We've generated these recommendations for your high-quality keywords. You may see these estimated weekly increases in clicks, clickthrough rate, and cost on the Search Network if you raise your bids. [Learn more](#)

Potential score

+0.5%

Recommended because you have high-quality keywords that rarely show in the first position of search results 

[BACK TO RECOMMENDATIONS](#)

[DOWNLOAD](#)

[DISMISS ALL](#)

[APPLY ALL](#)

Raise bid for +data +center from \$6.79 to \$10.90

Weekly clicks

+13

Weekly CTR

+0.01%

Weekly cost

+\$200

PD  Data Centers Market Atlanta > Data Centers (Broad)

[APPLY](#)

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



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Don't take bid or budget advice
from Google!

Exclude brand terms from analysis:

Keyword ?	Acquisition				Behavior		Conversions eCommerce		
	Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	51,246 % of Total: 46.13% (111,085)	\$23,291.44 % of Total: 41.36% (\$56,313.62)	\$0.45 Avg for View: \$0.51 (-10.34%)	64,635 % of Total: 19.84% (325,780)	31.91% Avg for View: 40.00% (-20.23%)	7.04 Avg for View: 6.48 (8.62%)	1.82% Avg for View: 1.97% (-7.62%)	1,178 % of Total: 18.33% (6,427)	\$120,156.81 % of Total: 18.73% (\$641,668.26)
1. title boxing	11,289 (22.03%)	\$4,088.22 (17.55%)	\$0.36	16,105 (24.92%)	23.81%	9.89	3.14%	505 (42.87%)	\$53,821.11 (44.79%)
2. dynamic search ads	4,625 (9.03%)	\$2,846.87 (12.22%)	\$0.62	5,333 (8.25%)	44.33%	5.08	1.35%	72 (6.11%)	\$6,672.78 (5.55%)
3. boxing gloves	1,622 (3.17%)	\$976.65 (4.19%)	\$0.60	1,972 (3.05%)	23.99%	7.64	1.52%	30 (2.55%)	\$2,375.87 (1.98%)
4. +boxing +shoes	1,375 (2.68%)	\$1,017.03 (4.37%)	\$0.74	1,575 (2.44%)	28.44%	5.20	1.40%	22 (1.87%)	\$1,886.88 (1.57%)
5. titleboxing	1,291 (2.52%)	\$256.60 (1.10%)	\$0.20	2,148 (3.32%)	23.23%	10.37	3.82%	82 (6.96%)	\$7,011.35 (5.84%)
6. grant boxing gloves	1,025 (2.00%)	\$132.84 (0.57%)	\$0.13	1,412 (2.18%)	27.12%	7.13	0.71%	10 (0.85%)	\$1,221.07 (1.02%)
7. boxing shoes	902 (1.76%)	\$504.22 (2.16%)	\$0.56	1,041 (1.61%)	30.45%	5.34	1.83%	19 (1.61%)	\$1,563.71 (1.30%)
8. title mma	811 (1.58%)	\$212.15 (0.91%)	\$0.26	1,208 (1.87%)	19.12%	10.30	2.73%	33 (2.80%)	\$3,394.52 (2.83%)
9. boxing equipment	762 (1.49%)	\$321.41 (1.38%)	\$0.42	865 (1.34%)	29.25%	8.05	1.16%	10 (0.85%)	\$858.34 (0.71%)
10. boxing gear	744 (1.45%)	\$330.71 (1.42%)	\$0.44	995 (1.54%)	27.94%	8.36	1.51%	15 (1.27%)	\$1,504.54 (1.25%)



Exclude brand terms from analysis:

Exclude **Keyword** Containing title

and

+ Add a dimension or metric

Apply cancel



Exclude brand terms from analysis:

Keyword ?	Acquisition				Behavior		Conversions eCommerce ▾		
	Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	33,110 % of Total: 29.81% (111,085)	\$16,225.77 % of Total: 28.81% (\$56,313.62)	\$0.49 Avg for View: \$0.51 (-3.33%)	38,495 % of Total: 11.82% (325,780)	37.22% Avg for View: 40.00% (-6.95%)	5.32 Avg for View: 6.48 (-17.92%)	0.96% Avg for View: 1.97% (-51.41%)	369 % of Total: 5.74% (6,427)	\$38,632.50 % of Total: 6.02% (\$641,668.26)
1. dynamic search ads	4,625 (13.97%)	\$2,846.87 (17.55%)	\$0.62	5,333 (13.85%)	44.33%	5.08	1.35%	72 (19.51%)	\$6,672.78 (17.27%)
2. boxing gloves	1,622 (4.90%)	\$976.65 (6.02%)	\$0.60	1,972 (5.12%)	23.99%	7.64	1.52%	30 (8.13%)	\$2,375.87 (6.15%)
3. +boxing +shoes	1,375 (4.15%)	\$1,017.03 (6.27%)	\$0.74	1,575 (4.09%)	28.44%	5.20	1.40%	22 (5.96%)	\$1,886.88 (4.88%)
4. grant boxing gloves	1,025 (3.10%)	\$132.84 (0.82%)	\$0.13	1,412 (3.67%)	27.12%	7.13	0.71%	10 (2.71%)	\$1,221.07 (3.16%)
5. boxing shoes	902 (2.72%)	\$504.22 (3.11%)	\$0.56	1,041 (2.70%)	30.45%	5.34	1.83%	19 (5.15%)	\$1,563.71 (4.05%)
6. boxing equipment	762 (2.30%)	\$321.41 (1.98%)	\$0.42	865 (2.25%)	29.25%	8.05	1.16%	10 (2.71%)	\$858.34 (2.22%)
7. boxing gear	744 (2.25%)	\$330.71 (2.04%)	\$0.44	995 (2.58%)	27.94%	8.36	1.51%	15 (4.07%)	\$1,504.54 (3.89%)
8. +grant +boxing +gloves	734 (2.22%)	\$78.91 (0.49%)	\$0.11	770 (2.00%)	28.18%	5.37	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. custom championship belts	400 (1.21%)	\$359.76 (2.22%)	\$0.90	404 (1.05%)	45.54%	3.33	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. +boxing +shorts	363 (1.10%)	\$109.14 (0.67%)	\$0.30	392 (1.02%)	41.58%	3.94	0.51%	2 (0.54%)	\$210.29 (0.54%)



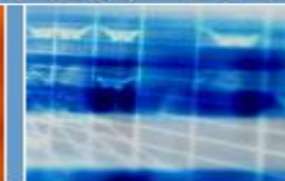
“Incremental” Revenue:

Branded paid search queries = “navigational queries”

Brand ad above organic listing isn't 100% incremental

Segment brand and remarketing from acquisition in analysis

Non-brand paid search campaign should be positive without aid of brand revenue



“Incremental” Revenue

Google Waldorf Astoria

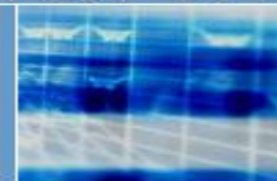
All Maps News Images Shopping More Search tools

About 11,500,000 results (0.67 seconds)

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Book Direct & Save · Complimentary Wi-Fi · Personal Concierge
Brands: Hilton, DoubleTree, Hampton, Garden Inn, Waldorf, Homewood, Curio, Conrad, Home2, Emb...
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“Incremental” Revenue

PROVEN RESULTS

- Online Reporting puts campaign results at your fingertips:

Hotels on
average
received:

20% lift
in room nights



11:1

Average Return
on Ad Spend

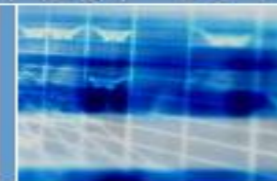


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Listing

* Based on the analysis of 2,868 Hotels in the Hotel Search Results across all [TravelAds](#) sites who actively participated in [TravelAds](#) for a sustained 7 day period between 1/1/2013 – 12/31/2013

Expedia
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“Incremental” Revenue

Sort By: Distance Price Guest Rating Hotel Name Hotel Class Recommended More ▾

Search by hotel name

Sheraton Kansas City Hc Go

Filter hotels by

Hotel Class

- ★★★★★ 5 Stars (0)
- ★★★★ 4 Stars (1)
- ★★★ 3 Stars (0)
- ★★ 2 Stars (0)

Sheraton Kansas City Hotel at Crown Center ★★★★★ **Very good! 4.2/5**
(949 reviews)
~~\$322~~ **\$197**
Sponsored
Earn 464 points

Sheraton Kansas City Hotel at Crown Center ★★★★★ **Very good! 4.2/5**
(949 reviews)
~~\$322~~ **\$197**
Earn 464 points
Booked in the last 5 hours
Most Popular! 5 people booked this hotel in the last 48 hours

DRIVING THE WEB TRAFFIC THAT DRIVES YOUR BUSINESS



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>10:1 ROAS is usually bogus



Retention vs Acquisition (Is it Incremental?)

Don't unfairly compare acquisition channels against retention

Source / Medium ?	Acquisition			Behavior			Conversions eCommerce ▾	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?
	325,780 % of Total: 100.00% (325,780)	49.92% Avg for View: 49.83% (0.19%)	162,638 % of Total: 100.19% (162,322)	40.00% Avg for View: 40.00% (0.00%)	6.48 Avg for View: 6.48 (0.00%)	00:04:10 Avg for View: 00:04:10 (0.00%)	1.97% Avg for View: 1.97% (0.00%)	6,427 % of Total: 100.00% (6,427)
1. google / cpc	118,598 (36.40%)	51.68%	61,289 (37.68%)	47.15%	5.29	00:03:05	1.79%	2,123 (33.03%)
2. google / organic	82,883 (25.44%)	54.36%	45,053 (27.70%)	36.52%	6.90	00:04:38	1.59%	1,321 (20.55%)
3. et / email	47,506 (14.58%)	26.86%	12,758 (7.84%)	32.60%	7.10	00:04:33	2.56%	1,214 (18.89%)
4. (direct) / (none)	47,388 (14.55%)	57.26%	27,132 (16.68%)	37.34%	7.61	00:05:23	2.13%	1,007 (15.67%)
5. bing / cpc	9,440 (2.90%)	63.91%	6,033 (3.71%)	34.03%	7.71	00:04:33	2.57%	243 (3.78%)
6. yahoo / cpc	3,612 (1.11%)	60.41%	2,182 (1.34%)	34.39%	7.08	00:04:13	2.71%	98 (1.52%)
7. yahoo / organic	2,314 (0.71%)	47.28%	1,094 (0.67%)	29.56%	8.10	00:05:13	2.29%	53 (0.82%)
8. bing / organic	2,282 (0.70%)	56.09%	1,280 (0.79%)	27.70%	9.61	00:05:59	2.98%	68 (1.06%)
9. m.facebook.com / referral	864 (0.27%)	81.25%	702 (0.43%)	59.49%	3.06	00:02:06	0.93%	8 (0.12%)



Device Level Adjustments?

Device Category ?	Users ? ↓	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	2,235,023 % of Total: 100.00% (2,235,023)	4,649,608 % of Total: 100.00% (4,649,608)	\$9,419,761.04 % of Total: 100.00% (\$9,419,761.04)	92,822 % of Total: 100.00% (92,822)	\$101.48 Avg for View: \$101.48 (0.00%)	2.00% Avg for View: 2.00% (0.00%)	\$2.03 Avg for View: \$2.03 (0.00%)
1. mobile	1,328,446 (58.71%)	2,845,582 (61.20%)	\$3,651,677.15 (38.77%)	41,949 (45.19%)	\$87.05	1.47%	\$1.28
2. desktop	814,789 (36.01%)	1,569,562 (33.76%)	\$5,232,051.40 (55.54%)	45,811 (49.35%)	\$114.21	2.92%	\$3.33
3. tablet	119,360 (5.28%)	234,464 (5.04%)	\$536,032.49 (5.69%)	5,062 (5.45%)	\$105.89	2.16%	\$2.29

Lower conversion rates AND lower average order value

Microsoft Ads



Source / Medium ?	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	914,377 % of Total: 40.94% (2,233,368)	1,687,044 % of Total: 36.35% (4,640,526)	\$3,396,841.54 % of Total: 36.17% (\$9,391,364.74)	35,295 % of Total: 38.13% (92,567)	\$96.24 Avg for View: \$101.45 (-5.14%)	2.09% Avg for View: 1.99% (4.88%)	\$2.01 Avg for View: \$2.02 (-0.51%)
1. google / cpc	825,852 (89.45%)	1,552,322 (92.01%)	\$3,026,051.17 (89.08%)	32,094 (90.93%)	\$94.29	2.07%	\$1.95
2. bing / cpc	97,401 (10.55%)	134,721 (7.99%)	\$370,790.37 (10.92%)	3,201 (9.07%)	\$115.84	2.38%	\$2.75

Source / Medium ?	Device Category ?	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
		909,682 % of Total: 40.73% (2,233,368)	1,701,197 % of Total: 36.66% (4,640,526)	\$3,405,773.52 % of Total: 36.26% (\$9,391,364.74)	35,976 % of Total: 38.86% (92,567)	\$94.67 Avg for View: \$101.45 (-6.69%)	2.11% Avg for View: 1.99% (6.02%)	\$2.00 Avg for View: \$2.02 (-1.08%)
1. google / cpc	desktop	210,061 (22.90%)	374,061 (21.99%)	\$1,435,078.32 (42.14%)	14,005 (38.93%)	\$102.47	3.74%	\$3.84
2. google / cpc	mobile	567,715 (61.90%)	1,114,227 (65.50%)	\$1,390,831.80 (40.84%)	17,063 (47.43%)	\$81.51	1.53%	\$1.25
3. google / cpc	tablet	43,849 (4.78%)	78,933 (4.64%)	\$137,730.22 (4.04%)	1,443 (4.01%)	\$95.45	1.83%	\$1.74
4. bing / cpc	desktop	63,561 (6.93%)	90,270 (5.31%)	\$384,655.46 (11.29%)	3,048 (8.47%)	\$126.20	3.38%	\$4.26
5. bing / cpc	mobile	22,323 (2.43%)	29,976 (1.76%)	\$25,549.16 (0.75%)	180 (0.50%)	\$141.94	0.60%	\$0.85
6. bing / cpc	tablet	9,638 (1.05%)	13,730 (0.81%)	\$31,928.57 (0.94%)	237 (0.66%)	\$134.72	1.73%	\$2.33

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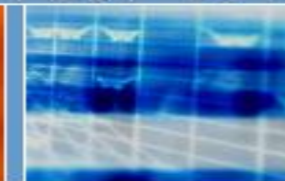


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Include Engagement Metrics:

Keyword ?	Acquisition				Behavior		Conversions eCommerce ▾		
	Clicks ?	Cost ? ↓	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	61,235 <small>% of Total: 16.37% (374,083)</small>	\$67,028.45 <small>% of Total: 37.28% (\$179,790.80)</small>	\$1.09 <small>Avg for View: \$0.48 (127.75%)</small>	65,643 <small>% of Total: 2.53% (2,598,789)</small>	36.35% <small>Avg for View: 37.69% (-3.56%)</small>	4.05 <small>Avg for View: 3.87 (4.83%)</small>	0.41% <small>Avg for View: 0.89% (-54.45%)</small>	266 <small>% of Total: 1.15% (23,118)</small>	\$168,581.85 <small>% of Total: 1.15% (\$14,706,747.35)</small>
1. napa valley hotels	1,718 (2.81%)	\$4,014.94 (5.99%)	\$2.34	1,909 (2.91%)	32.69%	4.06	0.68%	13 (4.89%)	\$8,573.95 (5.09%)
2. +napa +valley +resort	3,005 (4.91%)	\$3,882.03 (5.79%)	\$1.29	3,300 (5.03%)	35.03%	4.16	0.24%	8 (3.01%)	\$4,450.34 (2.64%)
3. napa valley resorts	1,986 (3.24%)	\$3,073.31 (4.59%)	\$1.55	2,212 (3.37%)	32.46%	4.33	0.14%	3 (1.13%)	\$1,583.00 (0.94%)
4. +resort +napa	2,671 (4.36%)	\$2,908.30 (4.34%)	\$1.09	3,071 (4.68%)	33.60%	4.24	0.72%	22 (8.27%)	\$12,659.55 (7.51%)
5. +napa +hotel	1,805 (2.95%)	\$2,854.94 (4.26%)	\$1.58	1,900 (2.89%)	30.89%	4.08	0.37%	7 (2.63%)	\$5,446.75 (3.23%)
6. +napa +resort	1,598 (2.61%)	\$1,830.97 (2.73%)	\$1.15	1,750 (2.67%)	34.23%	3.84	0.29%	5 (1.88%)	\$2,912.25 (1.73%)
7. napa resorts	1,250 (2.04%)	\$1,697.64 (2.53%)	\$1.36	1,375 (2.09%)	33.67%	4.15	0.44%	6 (2.26%)	\$3,060.00 (1.82%)
8. napa hotels	782 (1.28%)	\$1,292.88 (1.93%)	\$1.65	837 (1.28%)	31.06%	4.12	0.96%	8 (3.01%)	\$4,838.20 (2.87%)
9. +napa +bed +and +breakfast	683 (1.12%)	\$1,173.24 (1.75%)	\$1.72	745 (1.13%)	37.18%	3.99	0.40%	3 (1.13%)	\$1,069.15 (0.63%)
10. +napa +valley +wine +hotel	431 (0.70%)	\$1,142.38 (1.70%)	\$2.65	442 (0.67%)	34.62%	3.50	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. +sonoma +resort	1,002 (1.64%)	\$1,103.32 (1.65%)	\$1.10	1,078 (1.64%)	34.04%	4.00	0.37%	4 (1.50%)	\$2,154.90 (1.28%)
12. +resort +in +napa	792 (1.29%)	\$1,040.13 (1.55%)	\$1.31	855 (1.30%)	31.70%	4.45	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. +hotel +napa +valley	728 (1.19%)	\$1,037.87 (1.55%)	\$1.43	767 (1.17%)	33.77%	4.17	0.39%	3 (1.13%)	\$1,992.22 (1.18%)
14. +napa +valley +hotel	563 (0.92%)	\$902.95 (1.35%)	\$1.60	593 (0.90%)	28.50%	4.51	0.17%	1 (0.38%)	\$957.00 (0.57%)
15. +napa +wine +hotel	404 (0.66%)	\$874.19 (1.30%)	\$2.16	425 (0.65%)	38.35%	3.40	0.47%	2 (0.75%)	\$658.00 (0.39%)

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Keyword Intent:

Keyword ?	Acquisition				Behavior		Conversions eCommerce ▾		
	Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	17,584 % of Total: 14.12% (124,499)	\$20,372.95 % of Total: 36.42% (\$55,943.69)	\$1.16 Avg for View: \$0.45 (157.84%)	17,989 % of Total: 2.26% (797,534)	33.11% Avg for View: 36.79% (-9.99%)	4.20 Avg for View: 3.86 (8.72%)	0.31% Avg for View: 0.83% (-62.43%)	56 % of Total: 0.85% (6,608)	\$29,586.47 % of Total: 0.68% (\$4,325,698.63)
1. +resort +napa	825 (4.69%)	\$991.17 (4.87%)	\$1.20	937 (5.21%)	31.27%	4.21	0.43%	4 (7.14%)	\$950.25 (3.21%)
2. +wine +packages +napa +valley	751 (4.27%)	\$1,165.26 (5.72%)	\$1.55	741 (4.12%)	32.12%	4.66	0.27%	2 (3.57%)	\$492.75 (1.67%)
3. +napa +hotel	703 (4.00%)	\$1,145.73 (5.62%)	\$1.63	711 (3.95%)	29.11%	4.04	0.42%	3 (5.36%)	\$976.50 (3.30%)
4. +napa +valley +resort	684 (3.89%)	\$868.95 (4.27%)	\$1.27	690 (3.84%)	34.93%	3.93	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. napa valley resorts	468 (2.66%)	\$747.79 (3.67%)	\$1.60	486 (2.70%)	31.89%	4.37	0.21%	1 (1.79%)	\$141.75 (0.48%)
6. +hotel +napa +valley	459 (2.61%)	\$670.60 (3.29%)	\$1.46	454 (2.52%)	32.16%	4.34	0.44%	2 (3.57%)	\$1,754.22 (5.93%)
7. +mothers +day +brunch	416 (2.37%)	\$381.83 (1.87%)	\$0.92	350 (1.95%)	74.00%	1.64	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. napa resorts	367 (2.09%)	\$556.34 (2.73%)	\$1.52	401 (2.23%)	34.41%	4.28	0.75%	3 (5.36%)	\$1,600.00 (5.41%)
9. +wedding +packages	337 (1.92%)	\$284.30 (1.40%)	\$0.84	224 (1.25%)	36.61%	3.59	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. napa hotels	326 (1.85%)	\$575.95 (2.83%)	\$1.77	319 (1.77%)	28.53%	3.87	1.25%	4 (7.14%)	\$1,897.50 (6.41%)
11. napa valley hotels	316 (1.80%)	\$501.64 (2.46%)	\$1.59	319 (1.77%)	22.88%	4.44	0.63%	2 (3.57%)	\$1,152.00 (3.89%)
12. +napa +family +resort	266 (1.51%)	\$239.13 (1.17%)	\$0.90	273 (1.52%)	27.84%	4.67	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. +northern +california +resort	227 (1.29%)	\$140.35 (0.69%)	\$0.62	222 (1.23%)	49.55%	3.04	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. +sonoma +resort	219 (1.25%)	\$226.37 (1.11%)	\$1.03	225 (1.25%)	22.67%	4.64	0.44%	1 (1.79%)	\$793.50 (2.68%)

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Keyphrase Intent:

Keyword ?	Sessions ? ↓	Impressions ?	Clicks ?	Cost ?	CTR ?	CPC ?	RPC ?	ROAS ?
	89,607 % of Total: 10.71% (836,641)	5,075,939 % of Total: 26.47% (19,173,934)	77,451 % of Total: 28.19% (274,734)	\$38,887.28 % of Total: 26.43% (\$147,160.07)	1.53% Avg for View: 1.43% (6.49%)	\$0.50 Avg for View: \$0.54 (-6.26%)	\$1.15 Avg for View: \$6.22 (-81.54%)	228.67% Avg for View: 1,161.13% (-80.31%)
1. dynamic search ads	14,745 (16.46%)	1,235,353 (24.34%)	12,638 (16.32%)	\$8,346.17 (21.46%)	1.02%	\$0.66	\$1.56	236.78%
2. boxing gloves	4,308 (4.81%)	460,319 (9.07%)	3,563 (4.60%)	\$2,248.52 (5.78%)	0.77%	\$0.63	\$1.56	246.98%
3. grant boxing gloves	3,549 (3.96%)	20,796 (0.41%)	2,559 (3.30%)	\$332.12 (0.85%)	12.31%	\$0.13	\$0.96	737.56%
4. +grant +boxing +gloves	2,517 (2.81%)	17,979 (0.35%)	2,327 (3.00%)	\$251.97 (0.65%)	12.94%	\$0.11	\$0.16	149.56%
5. boxing shoes	2,504 (2.79%)	115,571 (2.28%)	2,134 (2.76%)	\$1,201.49 (3.09%)	1.85%	\$0.56	\$1.57	278.20%
6. boxing gear	2,413 (2.69%)	24,011 (0.47%)	1,866 (2.41%)	\$803.57 (2.07%)	7.77%	\$0.43	\$2.01	466.54%
7. boxing equipment	2,272 (2.54%)	87,952 (1.73%)	1,994 (2.57%)	\$815.57 (2.10%)	2.27%	\$0.41	\$1.39	339.90%
8. +boxing +shoes	1,936 (2.16%)	76,832 (1.51%)	1,693 (2.19%)	\$1,215.18 (3.12%)	2.20%	\$0.72	\$1.61	224.60%
9. +nike +boxing	1,191 (1.33%)	22,199 (0.44%)	982 (1.27%)	\$302.59 (0.78%)	4.42%	\$0.31	\$0.60	194.05%
10. adidas boxing	1,099 (1.23%)	7,157 (0.14%)	893 (1.15%)	\$141.07 (0.36%)	12.48%	\$0.16	\$0.60	379.04%
11. custom championship belts	938 (1.05%)	5,877 (0.12%)	901 (1.16%)	\$848.46 (2.18%)	15.33%	\$0.94	\$0.04	4.47%
12. +boxing +shorts	838 (0.94%)	48,464 (0.95%)	798 (1.03%)	\$193.84 (0.50%)	1.65%	\$0.24	\$0.59	242.99%
13. nike boxing	667 (0.74%)	4,550 (0.09%)	547 (0.71%)	\$310.27 (0.80%)	12.02%	\$0.57	\$1.41	248.83%
14. +boxing +gear	606 (0.68%)	25,872 (0.51%)	489 (0.63%)	\$213.20 (0.55%)	1.89%	\$0.44	\$2.03	465.93%
15. custom wrestling belts	592 (0.66%)	3,737 (0.07%)	602 (0.78%)	\$523.90 (1.35%)	16.11%	\$0.87	\$0.00	0.00%
16. training mask	582 (0.65%)	70,557 (1.39%)	566 (0.73%)	\$297.36 (0.76%)	0.80%	\$0.53	\$0.67	128.03%

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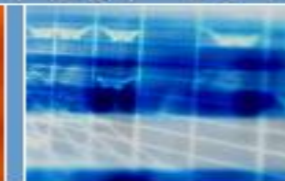


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Keyphrase Intent:

Keyword ?	Sessions ? ↓	Impressions ?	Clicks ?	Cost ?	CTR ?	CPC ?	RPC ?	ROAS ?
	89,607 % of Total: 10.71% (836,641)	5,075,939 % of Total: 26.47% (19,173,934)	77,451 % of Total: 28.19% (274,734)	\$38,887.28 % of Total: 26.43% (\$147,160.07)	1.53% Avg for View: 1.43% (6.49%)	\$0.50 Avg for View: \$0.54 (-6.26%)	\$1.15 Avg for View: \$6.22 (-81.54%)	228.67% Avg for View: 1,161.13% (-80.31%)
1. dynamic search ads	14,745 (16.46%)	1,235,353 (24.34%)	12,638 (16.32%)	\$8,346.17 (21.46%)	1.02%	\$0.66	\$1.56	236.78%
2. boxing gloves	4,308 (4.81%)	460,319 (9.07%)	3,563 (4.60%)	\$2,248.52 (5.78%)	0.77%	\$0.63	\$1.56	246.98%
3. grant boxing gloves	3,549 (3.96%)	20,796 (0.41%)	2,559 (3.30%)	\$332.12 (0.85%)	12.31%	\$0.13	\$0.96	737.56%
4. +grant +boxing +gloves	2,517 (2.81%)	17,979 (0.35%)	2,327 (3.00%)	\$251.97 (0.65%)	12.94%	\$0.11	\$0.16	149.56%
5. boxing shoes	2,504 (2.79%)	115,571 (2.28%)	2,134 (2.76%)	\$1,201.49 (3.09%)	1.85%	\$0.56	\$1.57	278.20%
6. boxing gear	2,413 (2.69%)	24,011 (0.47%)	1,866 (2.41%)	\$803.57 (2.07%)	7.77%	\$0.43	\$2.01	466.54%
7. boxing equipment	2,272 (2.54%)	87,952 (1.73%)	1,994 (2.57%)	\$815.57 (2.10%)	2.27%	\$0.41	\$1.39	339.90%
8. +boxing +shoes	1,936 (2.16%)	76,832 (1.51%)	1,693 (2.19%)	\$1,215.18 (3.12%)	2.20%	\$0.72	\$1.61	224.60%
9. +nike +boxing	1,191 (1.33%)	22,199 (0.44%)	982 (1.27%)	\$302.59 (0.78%)	4.42%	\$0.31	\$0.60	194.05%
10. adidas boxing	1,099 (1.23%)	7,157 (0.14%)	893 (1.15%)	\$141.07 (0.36%)	12.48%	\$0.16	\$0.60	379.04%
11. <u>custom championship belts</u>	938 (1.05%)	5,877 (0.12%)	901 (1.16%)	\$848.46 (2.18%)	15.33%	\$0.94	\$0.04	4.47%
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15. <u>custom wrestling belts</u>	592 (0.66%)	3,737 (0.07%)	602 (0.78%)	\$523.90 (1.35%)	16.11%	\$0.87	\$0.00	0.00%
16. training mask	582 (0.65%)	70,557 (1.39%)	566 (0.73%)	\$297.36 (0.76%)	0.80%	\$0.53	\$0.67	128.03%

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Poor ROAS/No Revenue?

Do not automatically pause or reduce bids from low CVR

Strong engagement metrics?

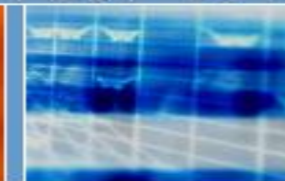
Is revenue the goal? Different intent?

Small sample size?

Early buying cycle source/term? Assisted Value?

No such thing are a bad keyphrase, just a bad bid

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Attribution Modeling:

Paid Search - Segmented ?		Assisted Conversions ? ↓	Assisted Conversion Value ?	Last Click or Direct Conversions ?	Last Click or Direct Conversion Value ?	Assisted / Last Click or Direct Conversions ?
1.	Direct	58,937 (32.68%)	\$2,144,461.29 (30.92%)	165,808 (36.38%)	\$3,922,052.24 (43.70%)	0.36
2.	Organic Search	53,241 (29.52%)	\$2,301,796.93 (33.19%)	123,559 (27.11%)	\$2,493,311.26 (27.78%)	0.43
3.	Paid Search - Brand	24,327 (13.49%)	\$1,090,360.99 (15.72%)	46,489 (10.20%)	\$1,198,543.60 (13.36%)	0.52
4.	Referral	19,833 (11.00%)	\$666,458.51 (9.61%)	58,810 (12.90%)	\$730,192.20 (8.14%)	0.34
5.	(Other)	8,789 (4.87%)	\$293,778.95 (4.24%)	24,092 (5.29%)	\$313,044.24 (3.49%)	0.36
6.	Email	7,957 (4.41%)	\$230,630.93 (3.33%)	20,677 (4.54%)	\$228,245.46 (2.54%)	0.38
7.	Paid Search - Generic	4,424 (2.45%)	\$132,206.00 (1.91%)	12,297 (2.70%)	\$61,876.17 (0.69%)	0.36
8.	Paid Search - Generic Display	1,659 (0.92%)	\$55,483.45 (0.80%)	1,907 (0.42%)	\$18,402.00 (0.21%)	0.87
9.	Social Network	1,160 (0.64%)	\$20,638.60 (0.30%)	2,154 (0.47%)	\$8,797.50 (0.10%)	0.54

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Assisted revenue vs last click attribution:

Landing Page ?	Sessions ? ↓	Revenue ?	Transactions ?	Average Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	29,219 % of Total: 0.18% (15,843,494)	\$876.92 % of Total: 0.00% (\$43,966,298.18)	7 % of Total: 0.00% (414,868)	\$125.27 Avg for View: \$105.98 (18.21%)	0.02% Avg for View: 2.62% (-99.09%)	\$0.03 Avg for View: \$2.78 (-98.92%)
1. /news/speed-equals-power-the-benefits-of-the-speed-bag/index.html	29,219 (100.00%)	\$876.92 (100.00%)	7 (100.00%)	\$125.27	0.02%	\$0.03

Organic Benefits ?	Assisted Conversions ↓	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. Direct	431,041 (37.58%)	\$14,562,179.93 (38.56%)	654,698 (47.97%)	\$21,895,664.56 (49.24%)	0.66
2. Paid Search	262,274 (22.86%)	\$8,161,222.18 (21.61%)	268,751 (19.69%)	\$8,278,589.51 (18.62%)	0.98
3. Organic Search	254,810 (22.21%)	\$8,940,628.95 (23.68%)	272,145 (19.94%)	\$9,385,705.16 (21.11%)	0.94
4. Email	121,201 (10.57%)	\$3,587,207.38 (9.50%)	111,692 (8.18%)	\$3,147,101.71 (7.08%)	1.09
5. Referral	54,420 (4.74%)	\$1,798,052.00 (4.76%)	47,787 (3.50%)	\$1,512,515.00 (3.40%)	1.14
6. Display	15,118 (1.32%)	\$448,697.90 (1.19%)	3,623 (0.27%)	\$90,942.32 (0.20%)	4.17
7. Social Network	7,503 (0.65%)	\$239,512.21 (0.63%)	5,674 (0.42%)	\$153,300.44 (0.34%)	1.32
8. (Other)	413 (0.04%)	\$13,475.52 (0.04%)	237 (0.02%)	\$5,344.14 (0.01%)	1.74
9. Benefits - Organic	348 (0.03%)	\$11,093.67 (0.03%)	40 (0.00%)	\$1,512.09 (0.00%)	8.70
10. Other Advertising	8 (0.00%)	\$137.64 (0.00%)	18 (0.00%)	\$330.36 (0.00%)	0.44

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Attribution – numbers will never match



- Facebook will 100% credit (28 day click – 1 day view)
- Google Ads tracking will take 100% credit
- Google Analytics will credit last non-direct source (organic)

“View-Thru” Conversions



Ad Type	Imp	Clicks	CTR	VTC	VTC/Impression
Our Ad	450,000	637	0.142%	306	0.00068
PSA Ad	450,000	613	0.136%	235	0.00052
% change	0.00%	-3.82%	-3.82%	-23.30%	-23.30%

*Numbers have been disguised to protect our client data

Type of VTC	# of VTCs
Incremental	71
Total	306
% Incremental	23.30%

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CVR vs ROAS bidding

Search Query ?	Cost ?	Transactions ?	Revenue ?	Average Order Value ?	Cost per Transaction ? ↓	Ecommerce Conversion Rate ?
	\$525.31 % of Total: 0.07% (\$707,774.13)	18 % of Total: 0.02% (98,806)	\$687.99 % of Total: 0.01% (\$9,844,577.45)	\$38.22 Avg for View: \$99.64 (-61.64%)	\$29.18 % of Total: 407.41% (\$7.16)	2.22% Avg for View: 2.13% (4.24%)
1. boxing heavy bag	\$265.89 (50.62%)	9 (50.00%)	\$565.84 (82.24%)	\$62.87	\$29.54 (101.23%)	1.56%
2. jump ropes	\$259.42 (49.38%)	9 (50.00%)	\$122.15 (17.76%)	\$13.57	\$28.82 (98.77%)	3.81%

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CVR vs ROAS bidding

Search Query ?	Cost ?	Transactions ?	Revenue ?	Average Order Value ?	Cost per Transaction ? ↓	Ecommerce Conversion Rate ?	ROAS ?
	\$525.31 % of Total: 0.07% (\$707,774.13)	18 % of Total: 0.02% (98,806)	\$687.99 % of Total: 0.01% (\$9,844,577.45)	\$38.22 Avg for View: \$99.64 (-61.64%)	\$29.18 % of Total: 407.41% (\$7.16)	2.22% Avg for View: 2.13% (4.24%)	130.97% Avg for View: 1,397.13% (-90.63%)
1. boxing heavy bag	\$265.89 (50.62%)	9 (50.00%)	\$565.84 (82.24%)	\$62.87	\$29.54 (101.23%)	1.56%	212.81%
2. jump ropes	\$259.42 (49.38%)	9 (50.00%)	\$122.15 (17.76%)	\$13.57	\$28.82 (98.77%)	3.81%	47.09%



TITLE Boxing Leather Thai Heavy Bag

\$299.99 from 2 stores

100% full grain leather cover is super strong and
TITLE Boxing

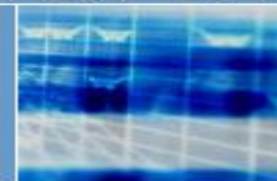


TITLE Super Cable Pro Speed Rope

\$14.99 from Title Boxing

Super sleek, commercial-grade wound steel cable
TITLE Boxing

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$$RPC > CVR$$

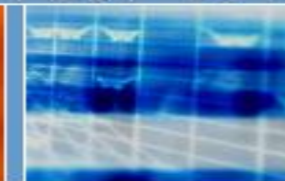
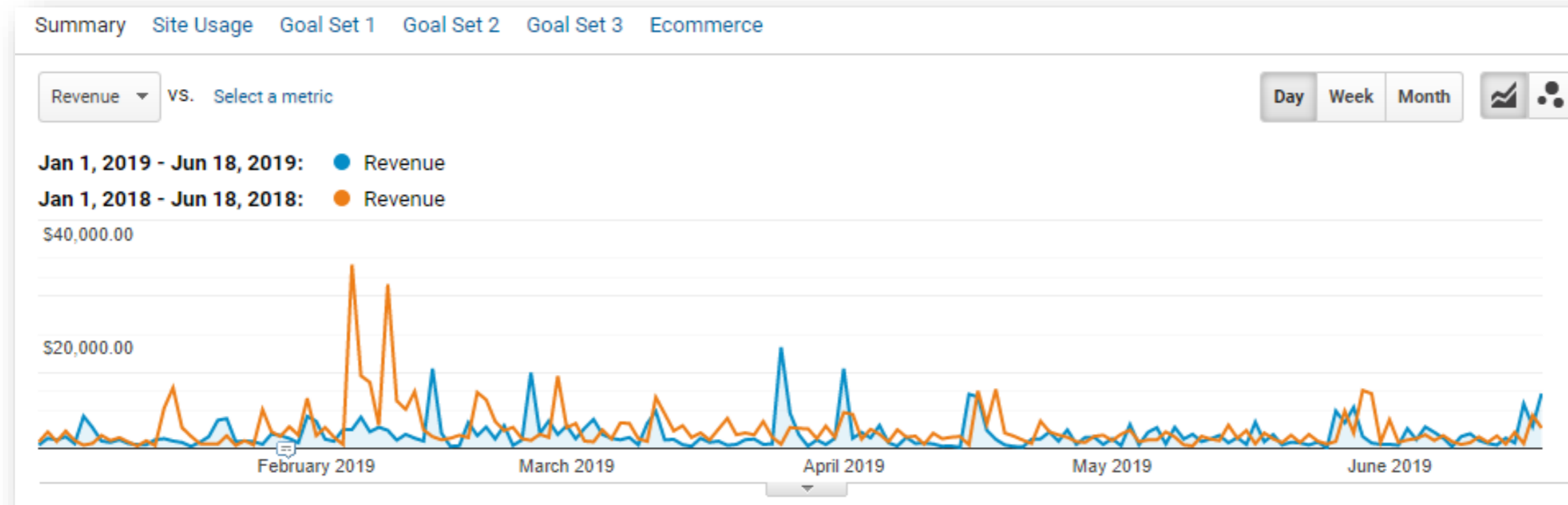
Revenue per click takes into account average order value

Conversion rate does not

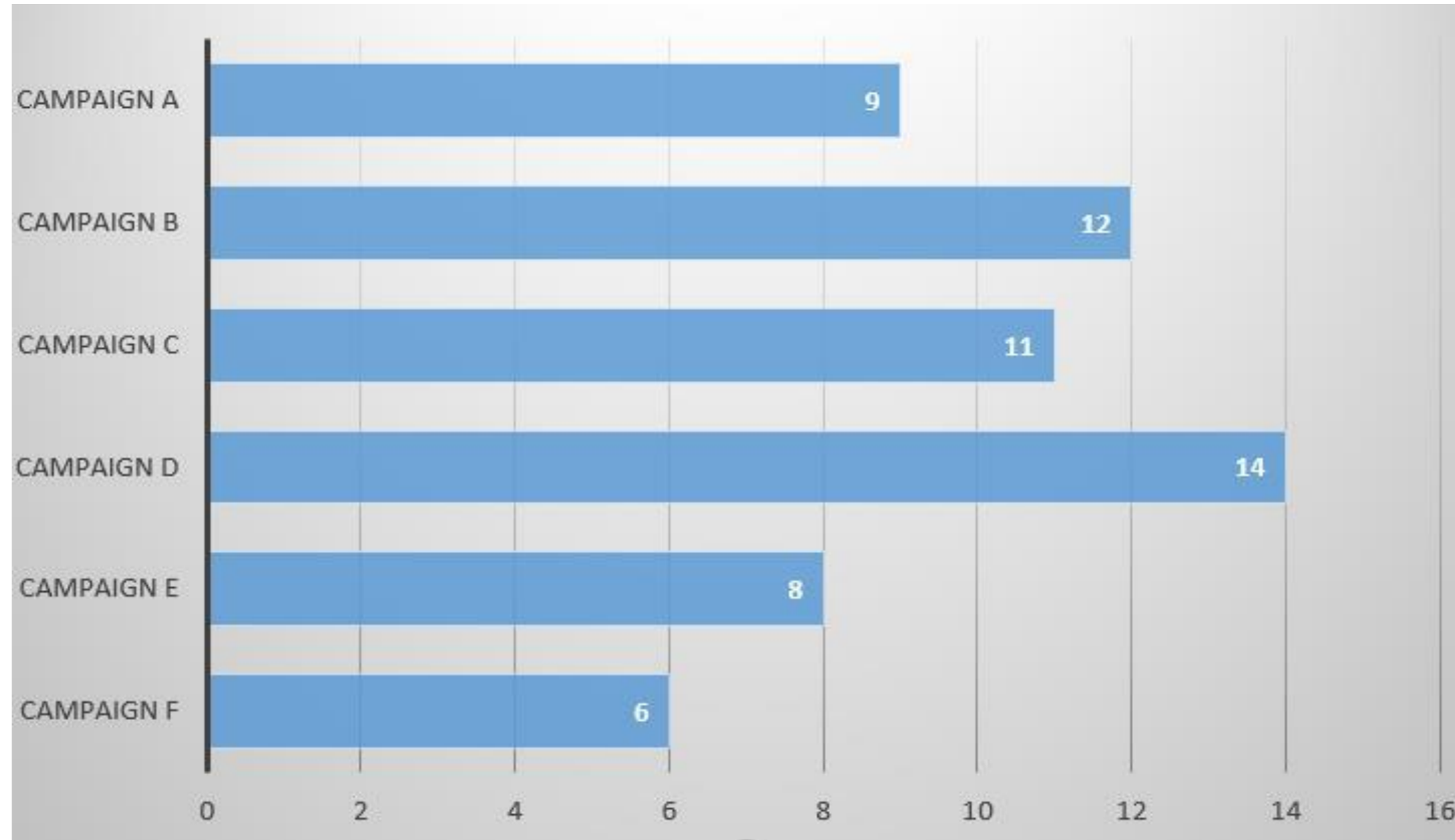
YOY Comparison can be misleading

If previous year didn't have normal activity, not a fair comparison

Client had 20 year anniversary to YOY email appeared to be down



Campaign Performance by Conversions:

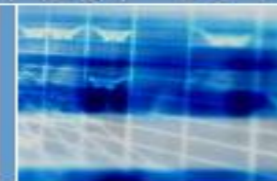


(Equal budgets and equal impressions)

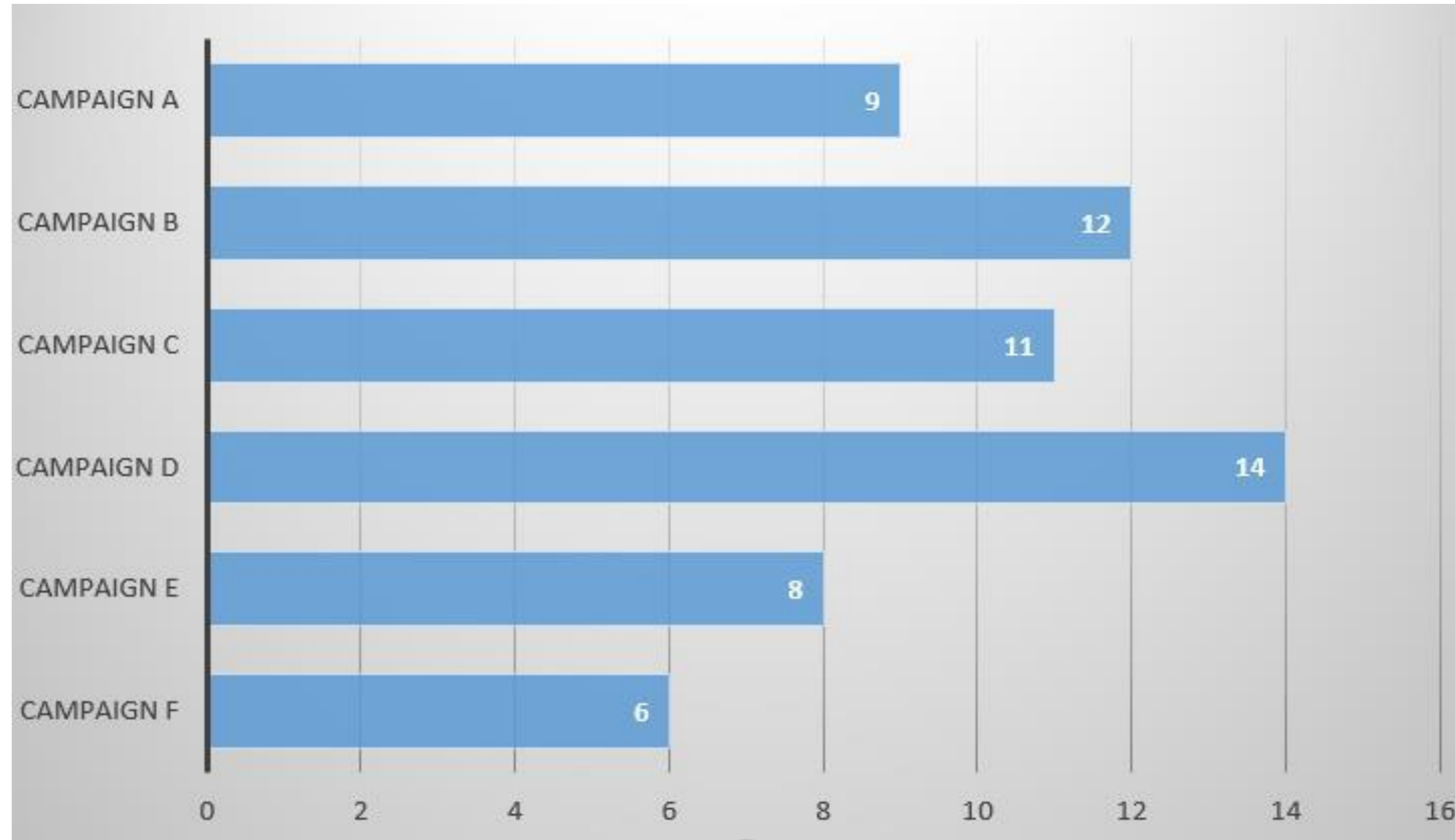
20 flips

Coin Flipper

You flipped 20 coins of type US 1¢ Penny:



Result of 20 coin flips:

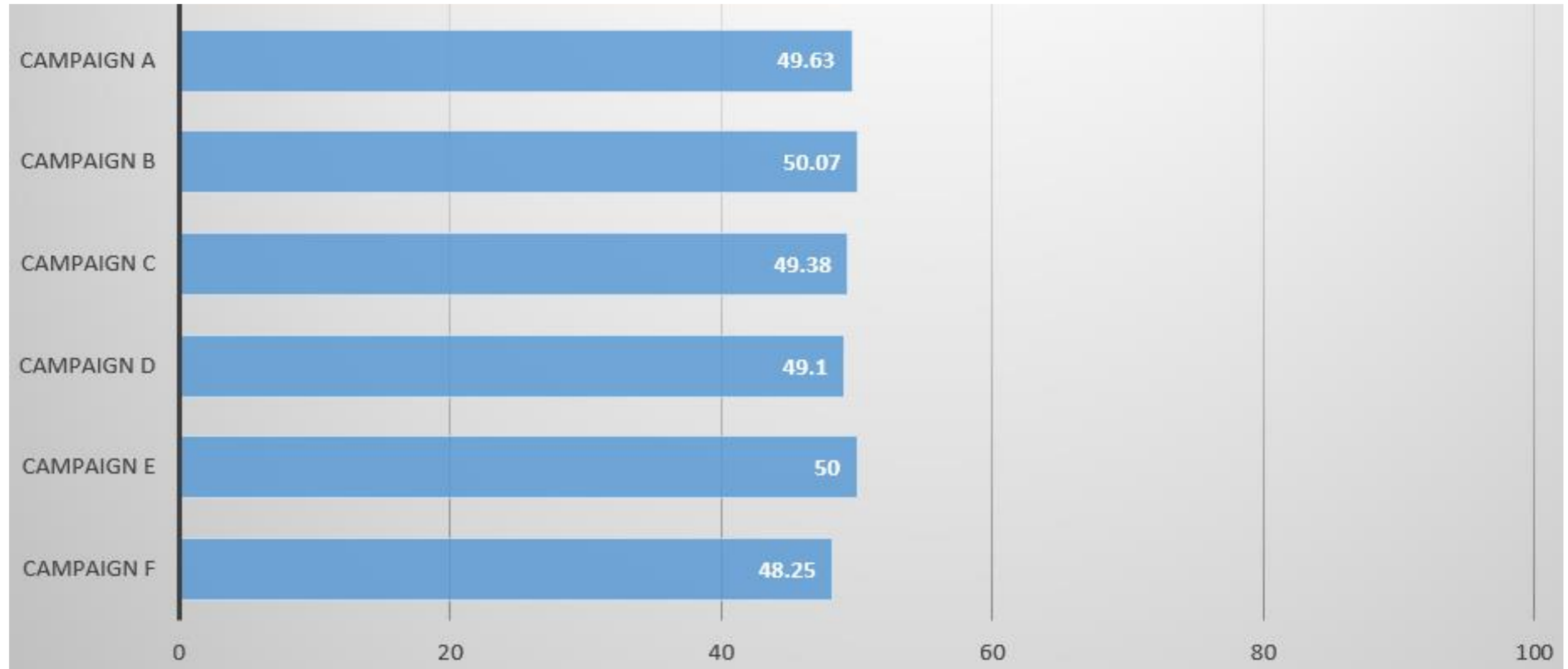


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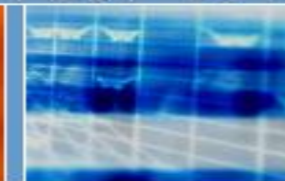


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Result of 400 coin flips:



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Keyphrase with best CVR?

Keyword ?	Acquisition					Behavior		Conversions eCommerce ▾	
	Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?
	619,334 <small>% of Total: 39.96% (1,549,790)</small>	\$232,016.98 <small>% of Total: 35.88% (\$646,576.55)</small>	\$0.37 <small>Avg for View: \$0.42 (-10.21%)</small>	406,015 <small>% of Total: 18.37% (2,210,180)</small>	807,864 <small>% of Total: 17.53% (4,609,702)</small>	38.71% <small>Avg for View: 51.30% (-24.55%)</small>	5.50 <small>Avg for View: 4.34 (26.74%)</small>	2.86% <small>Avg for View: 2.10% (35.89%)</small>	23,070 <small>% of Total: 23.82% (96,871)</small>
1. +20 +ounce +boxing +gloves	1 (0.00%)	\$0.38 (0.00%)	\$0.38	1 (0.00%)	1 (0.00%)	0.00%	4.00	100.00%	1 (0.00%)
2. +boot +boxing +title	1 (0.00%)	\$0.44 (0.00%)	\$0.44	1 (0.00%)	1 (0.00%)	0.00%	14.00	100.00%	1 (0.00%)
3. +jumbo +boxing +gloves	2 (0.00%)	\$0.86 (0.00%)	\$0.43	1 (0.00%)	1 (0.00%)	0.00%	8.00	100.00%	1 (0.00%)
4. +title +boxing +body +protector	1 (0.00%)	\$0.28 (0.00%)	\$0.28	1 (0.00%)	1 (0.00%)	0.00%	13.00	100.00%	1 (0.00%)
5. +title +platinum +punch +mitts	2 (0.00%)	\$1.00 (0.00%)	\$0.50	1 (0.00%)	1 (0.00%)	0.00%	7.00	100.00%	1 (0.00%)
6. boxing and mma gloves	1 (0.00%)	\$0.35 (0.00%)	\$0.35	1 (0.00%)	1 (0.00%)	0.00%	23.00	100.00%	1 (0.00%)
7. cleto reyes training boxing gloves	1 (0.00%)	\$0.43 (0.00%)	\$0.43	1 (0.00%)	1 (0.00%)	0.00%	16.00	100.00%	1 (0.00%)
8. muay thai head gear	1 (0.00%)	\$0.39 (0.00%)	\$0.39	1 (0.00%)	1 (0.00%)	0.00%	32.00	100.00%	1 (0.00%)
9. rival evolution sparring gloves	3 (0.00%)	\$2.07 (0.00%)	\$0.69	1 (0.00%)	1 (0.00%)	0.00%	10.00	100.00%	1 (0.00%)
10. signature boxing gloves	1 (0.00%)	\$0.76 (0.00%)	\$0.76	1 (0.00%)	1 (0.00%)	0.00%	24.00	100.00%	1 (0.00%)

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Sample Size

Exclude ▾	Keyword ▾	Matching RegExp	title title tile titel	✕
	and			
Include ▾	Clicks ▾	Greater than ▾	50	✕

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Keyword with best CVR (or RPC)

Keyword ?	Acquisition					Behavior		Conversions eCommerce ▾	
	Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ? ↓	Transactions ?
	218,952 % of Total: 14.13% (1,549,790)	\$118,207.59 % of Total: 18.28% (\$646,576.55)	\$0.55 Avg for View: \$0.42 (32.98%)	200,951 % of Total: 9.09% (2,210,180)	272,838 % of Total: 5.92% (4,609,702)	53.22% Avg for View: 51.30% (3.73%)	3.77 Avg for View: 4.34 (-13.17%)	1.38% Avg for View: 2.10% (-34.33%)	3,718 % of Total: 3.84% (96,871)
1. pro boxing supplies	51 (0.02%)	\$38.38 (0.03%)	\$0.75	34 (0.02%)	70 (0.03%)	45.71%	4.46	7.14%	5 (0.13%)
2. youth boxing shorts	86 (0.04%)	\$48.95 (0.04%)	\$0.57	79 (0.04%)	116 (0.04%)	37.07%	7.79	6.90%	8 (0.22%)
3. kids boxing shorts	55 (0.03%)	\$18.47 (0.02%)	\$0.34	52 (0.03%)	73 (0.03%)	27.40%	5.27	5.48%	4 (0.11%)
4. boxing costume	65 (0.03%)	\$24.13 (0.02%)	\$0.37	57 (0.03%)	59 (0.02%)	59.32%	3.86	5.08%	3 (0.08%)
5. women boxing shoes	55 (0.03%)	\$23.68 (0.02%)	\$0.43	51 (0.03%)	59 (0.02%)	38.98%	5.44	5.08%	3 (0.08%)
6. boxing warehouse	54 (0.02%)	\$20.32 (0.02%)	\$0.38	43 (0.02%)	63 (0.02%)	30.16%	6.67	4.76%	3 (0.08%)
7. tittle boxing.com	86 (0.04%)	\$12.51 (0.01%)	\$0.15	65 (0.03%)	136 (0.05%)	36.76%	4.92	4.41%	6 (0.16%)
8. +adidas +boxing +trunks	96 (0.04%)	\$31.91 (0.03%)	\$0.33	89 (0.05%)	139 (0.05%)	32.37%	5.63	4.32%	6 (0.16%)
9. +discount +boxing	90 (0.04%)	\$51.08 (0.04%)	\$0.57	83 (0.04%)	117 (0.04%)	45.30%	3.86	4.27%	5 (0.13%)
10. +boxing +apparel	504 (0.23%)	\$181.89 (0.15%)	\$0.36	435 (0.23%)	688 (0.25%)	34.16%	6.55	4.22%	29 (0.78%)

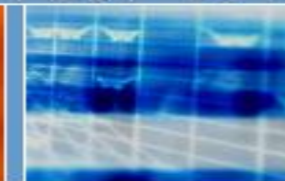
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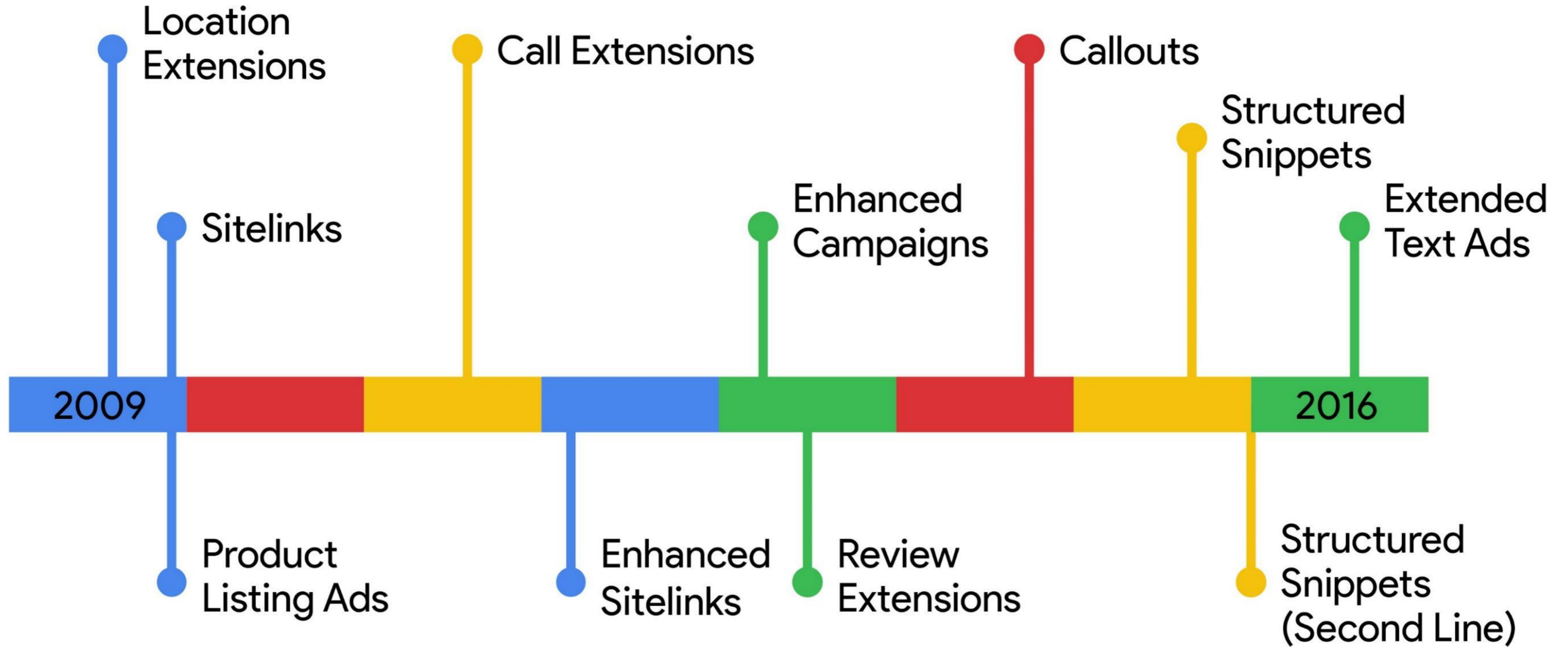
Organic Traffic Down???

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Google Ad Extensions

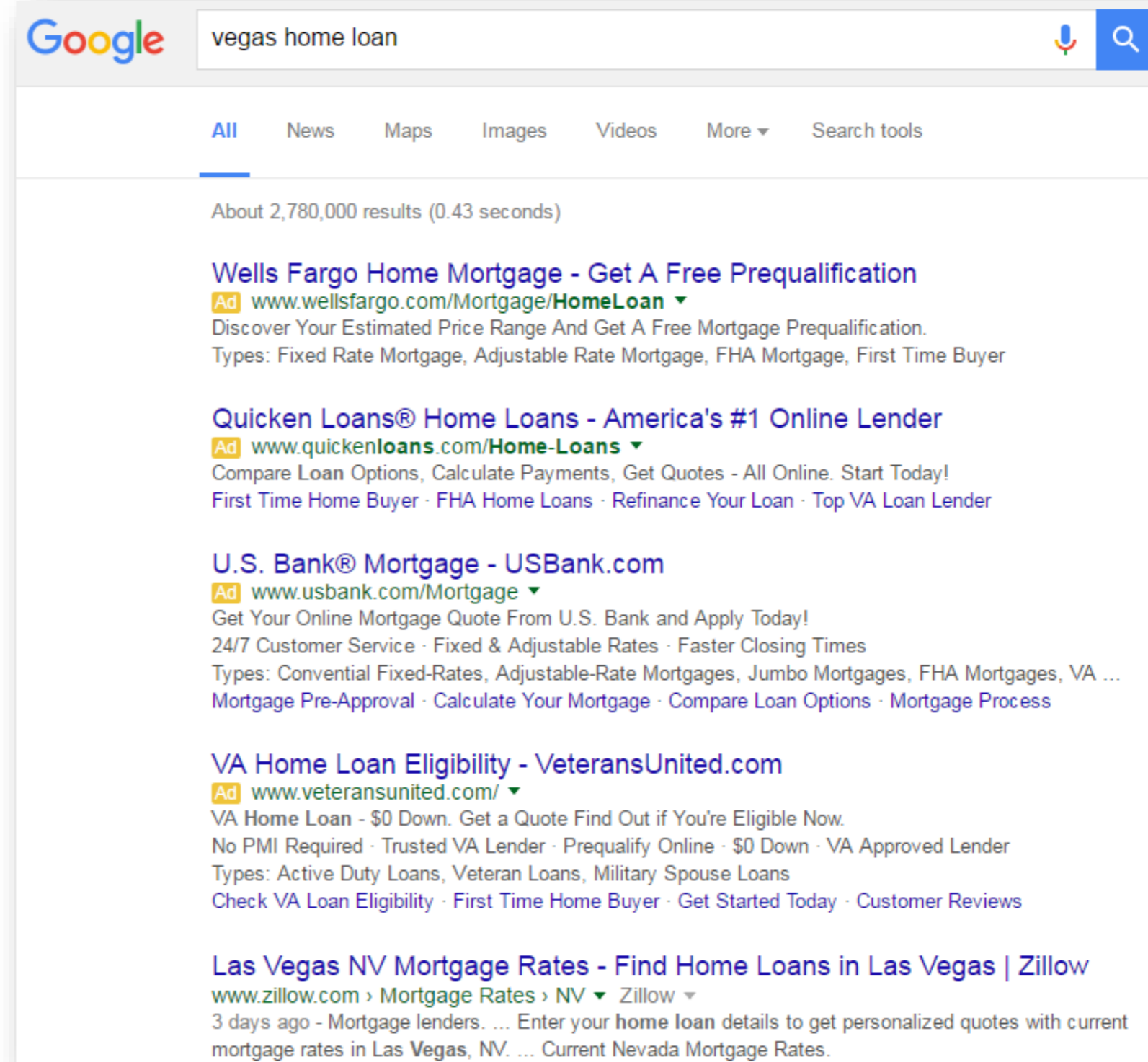
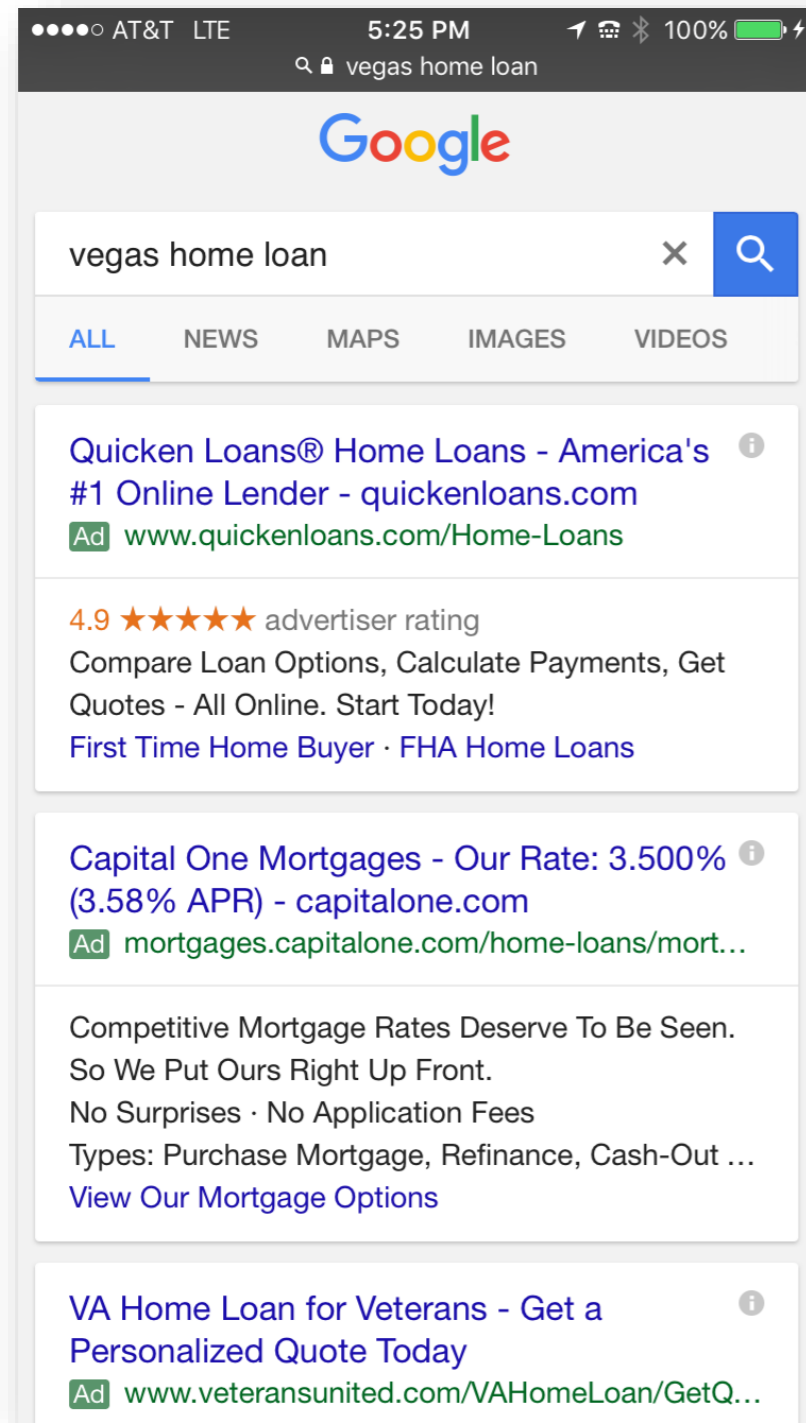


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CTR – organic vs paid



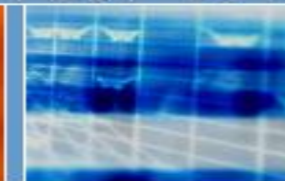
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9 6 3 5
2 1 2 8 9 2 1
4 5 6 7 6 8 9 2 5
8 2 2 8 6 3 4 7 4 1
1 4 3 8 6 1 7 8 9 9
7 9 2 8 4 3 9 3 3
5 3 2 9 7 6 1 4 1
9 2 6 4 9 5 4 5
8

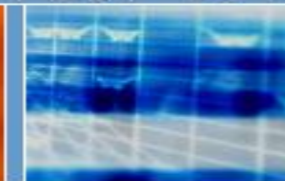
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How many 7s did you see?

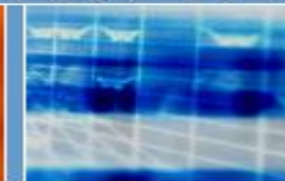
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9 6 3 5
2 1 2 8 9 2 1
4 5 6 7 6 8 9 2 5
8 2 2 8 6 3 4 8 1
1 4 3 8 6 1 7 8 9
7 9 2 8 4 3 9 3
5 7 3 2 9 4 6 1 4 1
9 3 6 9 6 3 1 4 5
2 8 4 9 5 8 5
9 2 8 4 9 5 1

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Highlighting w Supermetrics

Adwords Campaigns Limited By Budget - Last 7 Days

Account	Account ID	Campaign	Budget Limited	Manager
PD Powell Gardens	4451959501	PD Powell Gardens Dynamic	7%	Chris
PD Powell Gardens	4451959501	PD Powell Gardens General Geo Extended	6%	Chris
PD Powell Gardens	4451959501	PD Powell Gardens Events	6%	Chris
PD Powell Gardens	4451959501	PD Powell Gardens Events Geo Extended	5%	Chris
PD Powell Gardens	4451959501	PD Powell Gardens General	5%	Chris
PD Powell Gardens	4451959501	PD Powell Gardens Events Geo	5%	Chris
PD Powell Gardens	4451959501	PD Powell Gardens General Geo	5%	Chris
PD KC Gem Appraisal	9344844879	PD KC Gem Appraisal Dynamic	43%	Chris
MI Starline Tours	6631255341	MI Starline Tours Dynamic	18%	Brandon
MI Fort Myers Sanibel	5870246944	MI Fort Myers Sanibel Travel	17%	Brandon
MI Canyon Ranch	3269296294	MI Canyon Ranch Dynamic	13%	Brandon
MI Ann Arbor	7537811825	MI Ann Arbor General	24%	Chris
MI Ann Arbor	7537811825	MI Ann Arbor General Geo	16%	Chris

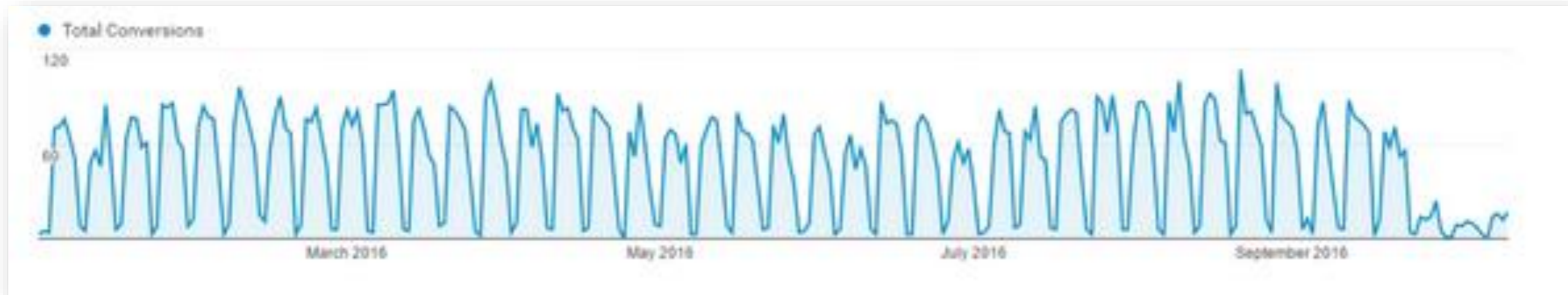


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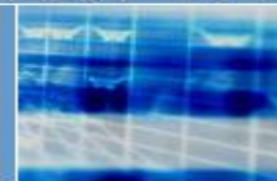


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Before you panic...



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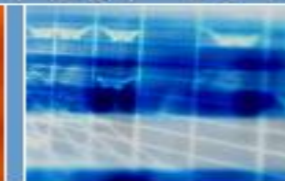


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When performance changes drastically,
it's usually a tracking issue!

Questions??????

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