

Digital Analytics: The Why and How

May, 2022

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Introduction

This guide has been created in response to a growing desire and requirement from Irish Food & Drink companies to truly understand digital analytics. This guide will detail how digital marketing and website data can help you drive more business for your company. It does this by showing how analysing data can help you create more effective digital marketing activity on social media and Google etc.

- Section 1: We begin by discussing why we analyse data and its benefits for campaign creation and decision making. Here we look at some of the information that makes campaign creation more effective like the location of your target audience and the devices they use to engage with your brand and buy.
- Section 2: We look at setting up goals in Google Analytics which track the valuable actions people take on your website like buying or signing up for your email newsletter. Measuring the valuable actions or “conversions” people take on your website can help you optimize your campaigns more effectively to drive more valuable actions like sales etc.
- Section 3: We take a look in more detail at the key reports in the four main reporting sections of Google Analytics. That is: Audience, Acquisition, Behavior and Conversions, detailing the most important reports in each.
- Section 4: To bridge the data gap in your reports with channels like Facebook and Instagram that don't automatically link with Google Analytics we can use the URL builder to create special tracking links that you can use in a social media post. All of this information can help you determine what type of content resonates with your audience. Understanding what content to drive website visits and sales etc.
- Section 5: After looking at the reports and the data within them, it's important for you to know how to read data to create more effective campaigns and actions. The Analyzing data section looks at how we can extract insights from data and present it in a visual way.
- Section 6: Lastly we highlight some data protection considerations in relation to data collection and GDPR towards the end of the guide.

This guide is part of the **Bord Bia Think Digital programme**. This programme seeks to enhance the digital capabilities of Irish food, drink and horticulture companies whilst equipping businesses with the resources and supports needed to deliver best in class digital activation. Find resources, webinars and more on the [Think Digital](#) page. This is one of a range of **Client Capability** services available, find out more about our additional resources [here](#). For further support please reach out at clientcapability@bordbia.ie

Section #1: Why Analyse Data?

Data Helps You Create More Effective Campaigns

The purpose of analytics is to help you make decisions to improve your campaigns, make better use of your marketing budget and increase audience engagement levels. Rather than guessing what works well, *use trends and patterns from your data to make informed decisions* to improve your campaigns. Use data to identify what's working well then increase your focus on these campaigns and communications to keep performance up. Also to identify what's less effective and pull back on this activity to prioritize the marketing campaigns that are effective.⁶

When you know the device, location, channel and seasonal behaviors of your audience, you can match your campaign targeting to audience patterns and create better campaigns.

Custom Report

As you can see in the screenshot above, you can create custom reports in the customization section in the left hand menu, to give you the information to launch social media and Google campaigns. For example, when launching a campaign on social media, you need to know the location, gender and age of the people you want to target. This information is available in Google Analytics alongside additional information such as the mobile/desktop device usage of your visitors.

This means you can use your own website data to help you create targeted campaigns that show ads to the *type of people* who typically buy food from your ecommerce store, engage with recipes, interact with your blog or other food content on your site. The more data you have

available about your customers from your website data, the stronger and more tailored potential your campaigns have.

City	Acquisition		Behavior				Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	37,572 <small>% of Total: 59.74% (62,888)</small>	32,408 <small>% of Total: 57.72% (56,151)</small>	52,009 <small>% of Total: 60.34% (86,197)</small>	60.29% <small>Avg for View: 62.51% (-3.55%)</small>	1.85 <small>Avg for View: 1.74 (6.10%)</small>	00:01:38 <small>Avg for View: 00:01:32 (6.94%)</small>	14.82% <small>Avg for View: 13.87% (6.85%)</small>	7,710 <small>% of Total: 64.47% (11,959)</small>
1. Dublin	26,998 (70.64%)	23,047 (71.12%)	36,739 (70.64%)	60.42%	1.89	00:01:36	14.77%	5,425 (70.36%)
2. Cork	1,607 (4.20%)	1,340 (4.13%)	2,308 (4.44%)	57.41%	2.06	00:02:30	16.94%	391 (5.07%)
3. Limerick	846 (2.21%)	718 (2.22%)	1,106 (2.13%)	63.65%	1.87	00:01:46	15.46%	171 (2.22%)
4. Galway	791 (2.07%)	664 (2.05%)	1,064 (2.05%)	64.94%	1.70	00:01:16	12.03%	128 (1.66%)
5. Naas	507 (1.33%)	435 (1.34%)	688 (1.32%)	61.92%	1.63	00:01:58	15.70%	108 (1.40%)
6. Drogheda	499 (1.31%)	412 (1.27%)	659 (1.27%)	59.48%	1.76	00:01:54	15.78%	104 (1.35%)
7. Waterford	498 (1.30%)	414 (1.28%)	667 (1.28%)	59.82%	1.59	00:01:44	13.94%	93 (1.21%)
8. Ennis	331 (0.87%)	280 (0.86%)	424 (0.82%)	65.67%	1.55	00:01:38	13.26%	58 (0.75%)
9. Dundalk	325 (0.85%)	255 (0.79%)	427 (0.82%)	58.08%	1.47	00:01:15	10.54%	45 (0.58%)
10. Navan	310 (0.81%)	254 (0.78%)	424 (0.82%)	58.49%	1.87	00:01:37	13.92%	59 (0.77%)

Example of Location Data in Google Analytics

Data improves Effectiveness of Paid Campaign Set-Up

Use your visitor data to tell you how to target your advertising campaigns to your most engaged audience by location, demographics and device usage. When you do this, you can be assured that the people who usually buy your products or engage with your food content will see your brand advertising. This builds the brand and ensures that people see your produce often enough across the internet for it to resonate and remain top of mind with them.

The screenshot shows the Facebook Ad targeting interface. At the top, it says "People living in or recently in this location". Below this, a list of locations in Ireland is shown with a "+ 20 km" radius for each: Cork, County Cork; Dublin, Dublin; Galway, Galway; Limerick, Limerick; and Naas, Kildare. There is a search bar and a "Browse" button. Below the list is a map of Ireland with pins for each location. At the bottom, demographic settings are shown: "Age" is set to "18 - 65+" and "Gender" is set to "All genders".

Example of Location and Demographic setting in Facebook Ads

Section #2: Goals and Goal Set-Up

Tracking Conversions and Valuable Actions on Your Website

One of the key benefits of analytics tools is that they allow you to measure the valuable actions that people take on your website thus helping you to measure the effectiveness of your campaigns. It could be making an ecommerce food purchase or filling in a contact form that becomes a lead (for business to business food companies).

These valuable actions are called *conversions* because you've converted a website visitor into something more valuable like a customer or a lead – which is ultimately the goal. As *conversions can be tracked as goals* in programs like Google Analytics, you can then attribute each goal to a channel, country and ad campaign etc. to learn more about what drove the goal. You can then try to re-create and efficiently optimize these conditions to drive more goals in your campaigns and food content.

Common goals include:

- A purchase
- Enquiry form completion
- Contact request
- Newsletter sign-up
- Pages viewed per session
- Visit duration

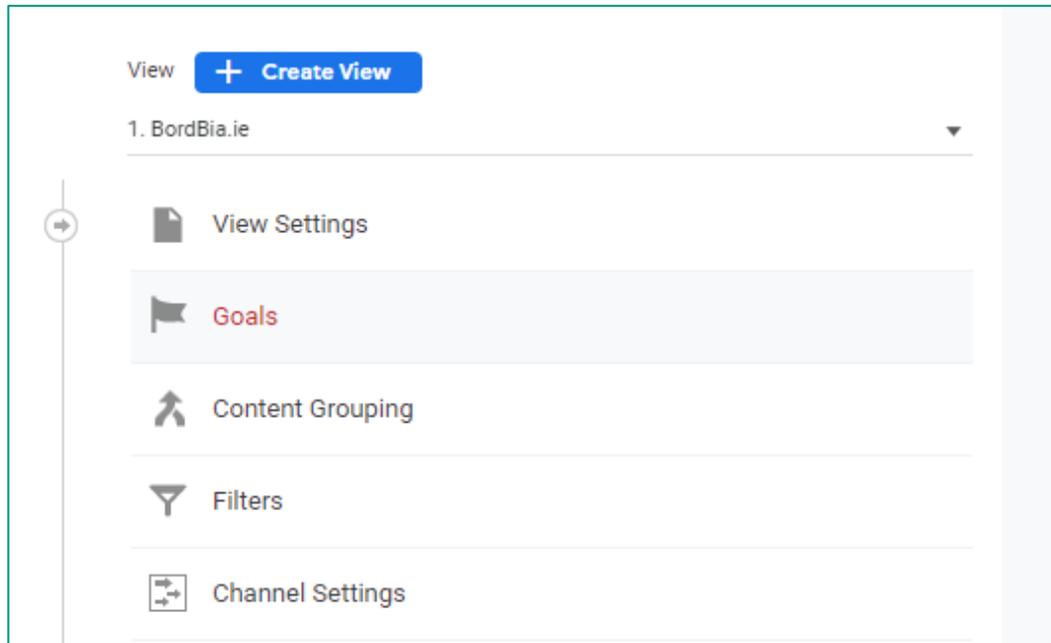
Goals can be set-up around areas like visitors, content, leads, conversions, and so on. It's very important to measure goals in order to see if your campaigns are contributing to the commercial success of your food business. This can help determine how much of your resources, time, and budget to invest in a channel; what channels and campaigns work at driving different goals; and what content on the site works to drive goals. It also allows you to understand what doesn't work as well, so you can focus your efforts on high-impact activities, channels and content.

How to Set-Up and Track Conversions

It's fairly straightforward to set-up conversion tracking in Google Analytics. These are called goals and we can see what channels, ads, social posts etc. are driving those valuable actions on your site. This can be done on a 'View' level. To set-up a goal:

1. Navigate to the Admin area and find the Goal set-up options.
2. Click on the left-hand cog to enter the Admin area.

3. Navigate to the 'Goals' section on the right-hand side under 'View'.
4. Add a Goal by clicking + New Goal.
5. Choose to Add a Predefined goal or a Custom goal.



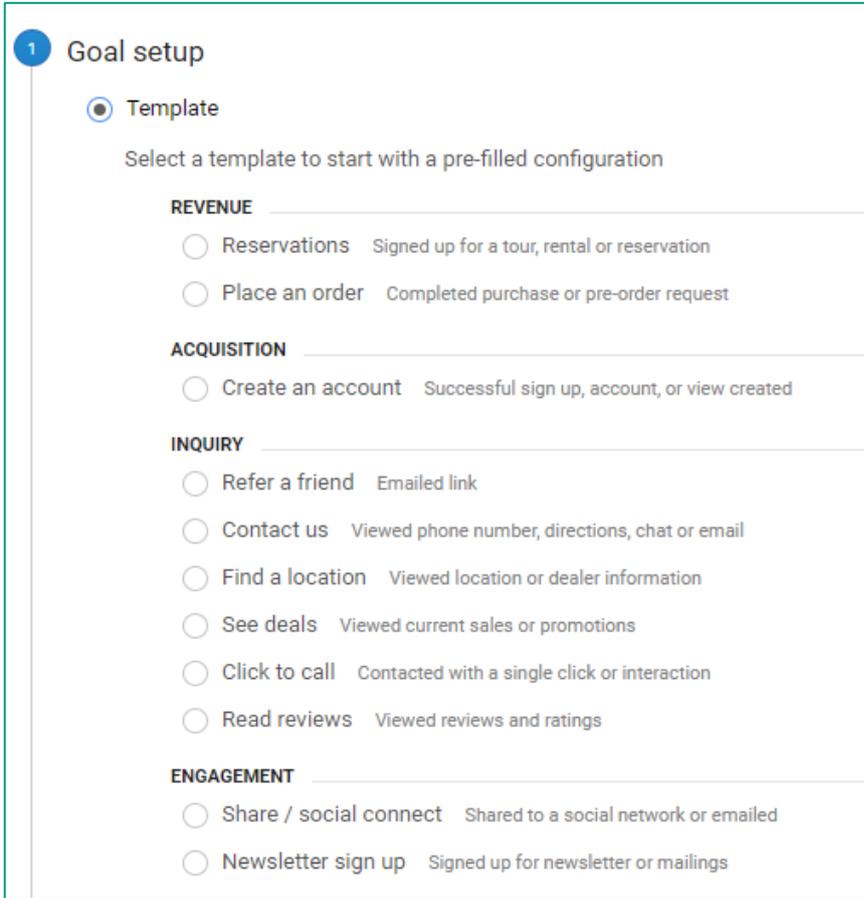
Google Analytics will guide you through the process. Click Save when you're done. These steps are detailed in the next sections.

+ NEW GOAL Import from Gallery			
<input type="checkbox"/>	Goal ↓	Id	Type
<input type="checkbox"/>	2 mins on recipes	Goal ID 5 / Goal Set 1	Duration
<input type="checkbox"/>	Bord Bia Quality Mark	Goal ID 6 / Goal Set 2	Destination
<input type="checkbox"/>	Food Alert Sign Up (HubSpot)	Goal ID 3 / Goal Set 1	Event
<input type="checkbox"/>	Quality Kitchen Sign Up (HubSpot)	Goal ID 4 / Goal Set 1	Event
<input type="checkbox"/>	Recruitment2018 - Application	Goal ID 2 / Goal Set 1	Destination
<input type="checkbox"/>	Recruitment2018 - View Job	Goal ID 1 / Goal Set 1	Destination

Using Goal Templates

To help you choose the type of goals you should measure, there are four predefined or default goal templates in Google Analytics:

- **Revenue:** Choose this if you are tracking goals like 'Food Purchases or Orders' or other revenue streams
- **Acquisition:** Choose this for New Client Leads.
- **Enquiry:** Choose this for a goal like 'Engaging with Key Content, Product Details or Contact Info' or other forms of enquiry.
- **Engagement:** Choose this for goals like adding to products or recipes to favorites, playing a video, sharing and contributing to content or other forms of engagement.



1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

- Reservations Signed up for a tour, rental or reservation
- Place an order Completed purchase or pre-order request

ACQUISITION

- Create an account Successful sign up, account, or view created

INQUIRY

- Refer a friend Emailed link
- Contact us Viewed phone number, directions, chat or email
- Find a location Viewed location or dealer information
- See deals Viewed current sales or promotions
- Click to call Contacted with a single click or interaction
- Read reviews Viewed reviews and ratings

ENGAGEMENT

- Share / social connect Shared to a social network or emailed
- Newsletter sign up Signed up for newsletter or mailings

If any of these goals represent an action that you would like to track, choose the appropriate goal template and name it appropriately. Alternatively, you can choose a 'Custom goal' and name it as you see fit.

Goal Types

There are 3 defined goal types that we will be detailing:

1. **Destination Goals**
2. **Duration Goals**
3. **Pages per Session Goals**

1. Destination Goals

The first of our goal conditions is a *URL Destination goal*. This is for tracking ‘thank-you’ pages or purchase complete pages. These are the pages that a website visitor sees after buying something on an ecommerce site, signing up for a newsletter, or downloading a piece of content.

It will say something like: “Thank you for downloading the good food guide eBook”; or “Thank you for your purchase – order complete”.

We can track these ‘thank-you’ pages because the only time they are shown is when someone downloads something, makes contact with you, or purchases something. So we can measure the number of times that someone has downloaded or bought something by counting the number of times the ‘thank-you’ page is shown. We can set-up thank-you pages as a goal in Google Analytics.

To create a URL Destination goal for ‘thank-you’ pages in Google Analytics, follow these steps:

1. Enter the web address of the page you want to track. You don't need to include the full URL, just the URL directory name details that appear after the ‘forward slash’. For example, something like ‘www.bordbia.ie/purchase-complete’.
2. This will track any visits to that page as a goal.

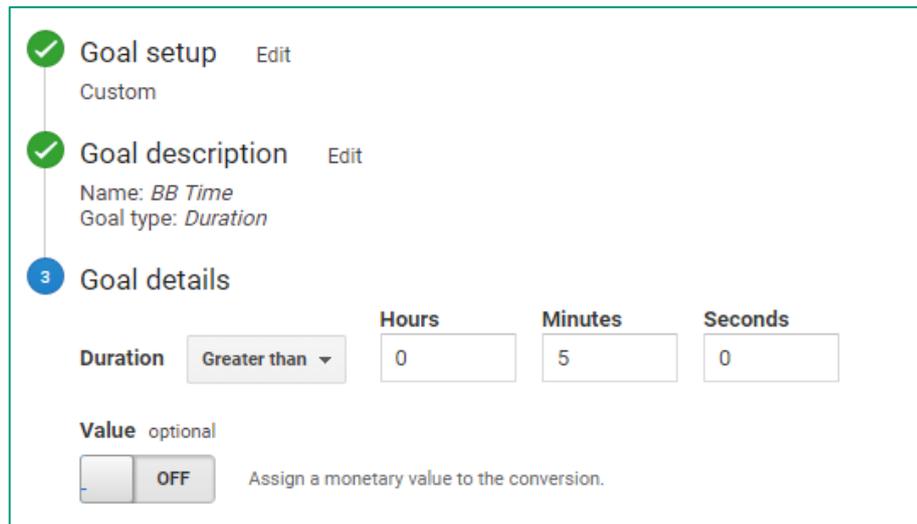
The screenshot shows the 'Goal setup' interface in Google Analytics. It is divided into three sections: 'Goal setup', 'Goal description', and 'Goal details'. The 'Goal details' section is currently active and shows the following configuration:

- Goal setup:** Custom goal.
- Goal description:** Name: `www.bordbia.ie/industry/covid-19/`, Goal type: `Destination`.
- Goal details:**
 - Destination:** Set to 'Equals to' with the value `www.bordbia.ie/industry/covid-19/`. A 'Case sensitive' checkbox is present and unchecked.
 - Value:** Optional, currently set to 'OFF'. Text: 'Assign a monetary value to the conversion.'
 - Funnel:** Optional, currently set to 'OFF'. Text: 'Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.'

You can verify if this goal will work correctly by pressing the verify button below the goal. Sometimes you don't need your full site name if you choose "begins with" instead of "equals" before the URL, you can simply say "begins with" /purchase-complete

2. Duration Goals

If you want to measure how long people are engaging with specific pieces of content on your site, like reading a recipe or food guide you can create a *Session Duration goal*. The longer people spend reading your content, the more valuable that can be for your organisation and brand development.

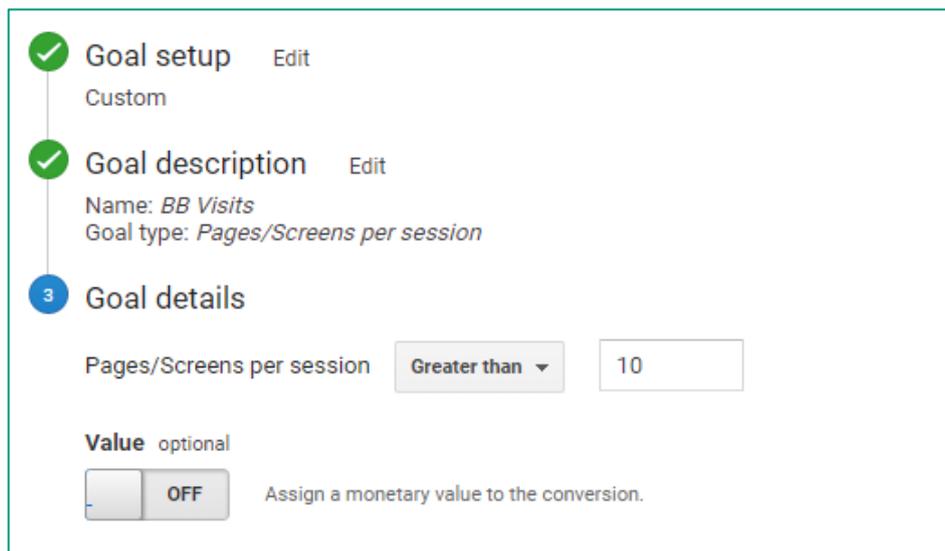


The screenshot shows the 'Goal setup' interface in Google Analytics. It is divided into three sections: 'Goal setup', 'Goal description', and 'Goal details'. The 'Goal setup' section is marked with a green checkmark and shows 'Custom' as the goal type. The 'Goal description' section is also marked with a green checkmark and shows the name 'BB Time' and goal type 'Duration'. The 'Goal details' section is marked with a blue '3' and contains a 'Duration' dropdown set to 'Greater than', and three input fields for 'Hours' (0), 'Minutes' (5), and 'Seconds' (0). Below this is a 'Value optional' section with a toggle switch set to 'OFF' and the text 'Assign a monetary value to the conversion.'

Simply state the time of the session in the goal set-up to measure this goal.

3. Pages Per Session/Visit Goals

Another engagement goal in Google Analytics is the *Pages per Session goal*. This will show you the channels, locations and visitors who spend time browsing multiple pages on your website. When created it can show you what time of marketing communications leads people to your website who then click through 5 or 10 pages on your site. This is a way of identifying some of your most engaged visitors. You can create a Pages per Session goal to record sessions where the pages viewed exceed a predefined number. Again, you can use this goal when user engagement with the site is important.



The screenshot shows the 'Goal setup' interface in Google Analytics. It is divided into three sections: 'Goal setup', 'Goal description', and 'Goal details'. The 'Goal setup' section shows a green checkmark and the word 'Custom'. The 'Goal description' section shows a green checkmark, the name 'BB Visits', and the goal type 'Pages/Screens per session'. The 'Goal details' section shows a blue circle with the number '3', the label 'Pages/Screens per session', a dropdown menu set to 'Greater than', and a text input field containing '10'. Below this, there is a 'Value optional' section with a toggle switch set to 'OFF' and the text 'Assign a monetary value to the conversion.'

You can see if people are engaging with your products, recipes, services and other parts of your site. When you count multiple pages per visit in a goal it's almost like tracking the people who are checking out your products and services before they decide to take action and buy online/in-store or reach out to you.

Goal Funnels

A goal funnel is often used when there are *multiple steps in a transaction process* for ecommerce food sites. The benefit is to show how people move through important parts of your website towards conversion and to highlight where there are potential problems with the process as people drop off.

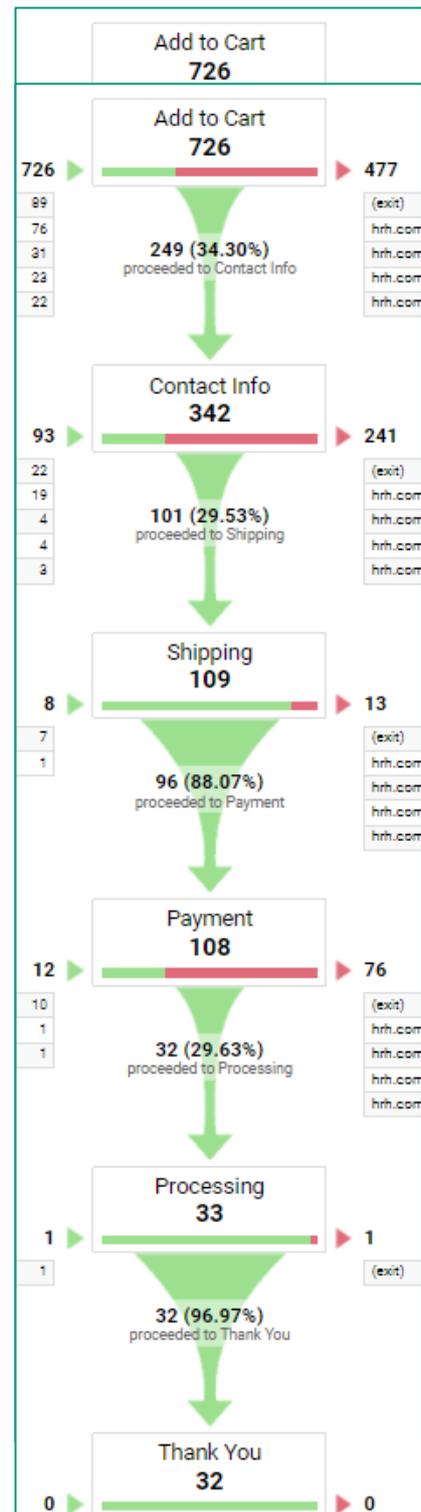
You can use metrics to measure each step in the process. A goal funnel can provide you with valuable information. For example, it shows where visitors leave your ecommerce checkout. It highlights places where information is unclear or inadequate, or where the online process has good flow or bad flow.

You can use this data to better understand and optimize the customer experience on their websites and the overall consumer journey.

The Funnel Visualisation Report is another report found in the Goals reporting area in the Conversions tab. This report should be set-up during goal creation.

It's very straightforward to use and it provides information about the various stages of the conversion process. For example, you can track the flow through the different steps in the purchase journey, such as selecting a product, adding it to the cart, entering name and address, entering payment details, and confirming purchase.

If there is a drop-off at any point, you can investigate why, and then try to improve the user journey to get more people to convert.



✓ Goal setup [Edit](#)
Custom

✓ Goal description [Edit](#)
Name: *Purchases*
Goal type: *Destination*

3 Goal details

Destination

Begins with Case sensitive
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 Assign a monetary value to the conversion.

Funnel optional
 ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Add to Cart	/cart	<input type="checkbox"/> NO
2	Enter Checkout	/checkout/	<input checked="" type="checkbox"/>
3	Shipping	/checkout/shipping	<input checked="" type="checkbox"/>
4	Payment	/checkout/payment	<input checked="" type="checkbox"/>
5	Processing	/checkout/processing	<input checked="" type="checkbox"/>

Example screenshot of Goal Funnel Set-Up

Section #3: Analytics Reports

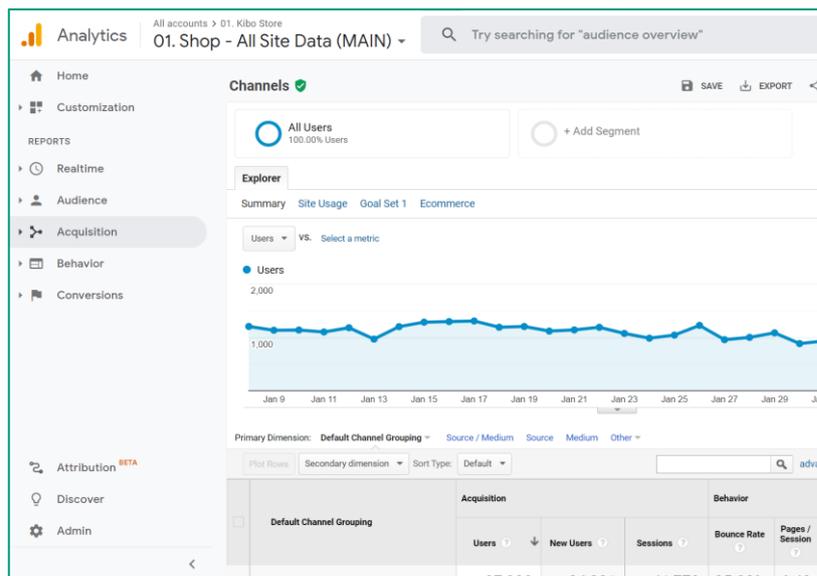
4 Main Reporting Areas

There are many reports in Google Analytics, some are useful, and some are less insightful. These reporting areas are located in the left-hand menu of Google Analytics and each contain many sub reports. For food businesses to better understand their website visitors try to think of the reports in 4 categories:

1. **Audience:** Who are the people on your site, what are their characteristics?
2. **Acquisition:** How they got to your site, what channels did they use, social media, Google, email etc.?
3. **Behaviour:** What content did they look at on your site, what are the top pages
4. **Conversion:** What valuable actions did they take on your site, buy, sign-up to newsletter, watch a video etc.



We have also highlighted the most important reports in each of these report groups below so you can focus in on the most important data



Four main report areas in left hand menu of Google Analytics

Most Important Reports:

1. Audience -> Geo/Location

The Geo Report is a very important report. It's always *important to know where your visitors are physically located*, so you can use the Geo Report to view the *language and location of your website visitors*. Use this data to enhance your social media and Google targeting and to help you find clusters of high-value customers in different locations. This will help focus your paid media campaigns on high-value locations.

City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	89,364 <small>% of Total: 61.22% (145,963)</small>	81,504 <small>% of Total: 59.59% (138,400)</small>	128,968 <small>% of Total: 61.22% (210,336)</small>	60.00% <small>Avg for View: 62.55% (-4.07%)</small>	1.96 <small>Avg for View: 1.80 (0.81%)</small>	00:01:39 <small>Avg for View: 00:01:32 (0.21%)</small>	15.35% <small>Avg for View: 14.01% (9.59%)</small>	19,794 <small>% of Total: 67.19% (29,458)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>
1. Dublin	63,647 (69.82%)	57,350 (70.36%)	90,620 (70.27%)	59.77%	2.01	00:01:39	15.48%	14,026 (70.86%)	€0.00 (0.00%)
2. Cork	3,956 (4.34%)	3,494 (4.29%)	5,771 (4.47%)	58.22%	2.08	00:02:17	16.96%	979 (4.95%)	€0.00 (0.00%)
3. Limerick	2,123 (2.33%)	1,887 (2.32%)	2,842 (2.20%)	64.14%	1.80	00:01:40	13.90%	395 (2.00%)	€0.00 (0.00%)
4. Galway	1,824 (2.00%)	1,593 (1.93%)	2,457 (1.91%)	63.29%	1.74	00:01:21	12.37%	304 (1.54%)	€0.00 (0.00%)
5. Naas	1,314 (1.44%)	1,169 (1.43%)	1,826 (1.42%)	62.49%	1.65	00:01:38	13.58%	248 (1.25%)	€0.00 (0.00%)
6. Waterford	1,258 (1.38%)	1,105 (1.36%)	1,716 (1.33%)	62.59%	1.72	00:01:32	14.16%	243 (1.23%)	€0.00 (0.00%)
7. Drogheda	1,161 (1.27%)	1,017 (1.25%)	1,552 (1.20%)	62.31%	1.83	00:01:45	15.27%	237 (1.20%)	€0.00 (0.00%)
8. Dundalk	774 (0.85%)	670 (0.82%)	1,088 (0.84%)	59.47%	1.61	00:01:19	13.97%	152 (0.77%)	€0.00 (0.00%)
9. Kilkenny	755 (0.83%)	681 (0.84%)	1,031 (0.80%)	61.59%	1.75	00:01:27	16.10%	166 (0.84%)	€0.00 (0.00%)
10. Portlaoise	743 (0.82%)	648 (0.80%)	1,100 (0.85%)	60.73%	1.94	00:01:48	17.09%	188 (0.95%)	€0.00 (0.00%)

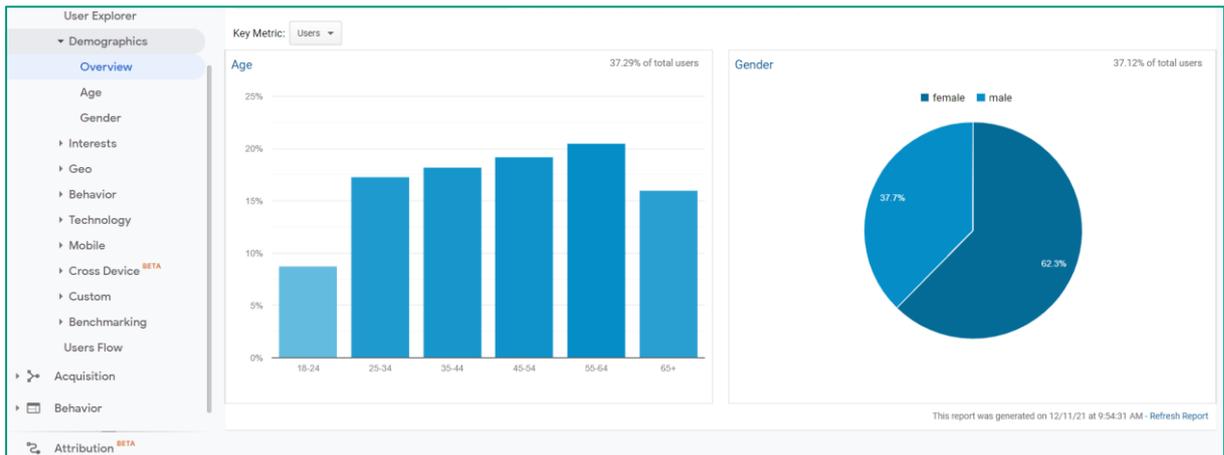
2. Audience -> Device/Mobile

Given the nature of on-the-go, 24/7 web browsing, a very useful report is the **Mobile Report**. This enables you to view traffic and conversion data from mobile, tablet and desktop users. This is particularly important for understanding how people search, browse, and buy or convert on your site on different devices. You might find you get a lot of visits from mobile, but more conversions or sales from desktop. The key will be to find the right balance of browsing and conversion-based traffic to drive the best results for your food business.

Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	145,963 <small>% of Total: 100.00% (145,963)</small>	138,455 <small>% of Total: 100.00% (138,400)</small>	210,336 <small>% of Total: 100.00% (210,336)</small>	62.55% <small>Avg for View: 62.55% (0.00%)</small>	1.80 <small>Avg for View: 1.80 (0.00%)</small>	00:01:32 <small>Avg for View: 00:01:32 (0.00%)</small>	14.01% <small>Avg for View: 14.01% (0.00%)</small>	29,458 <small>% of Total: 100.00% (29,458)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>
1. mobile	102,187 (69.66%)	97,536 (70.45%)	142,005 (67.51%)	70.00%	1.48	00:01:08	11.18%	15,877 (53.90%)	€0.00 (0.00%)
2. desktop	37,543 (25.99%)	34,472 (24.90%)	58,598 (27.86%)	44.09%	2.55	00:02:31	20.52%	12,023 (40.81%)	€0.00 (0.00%)
3. tablet	6,968 (4.75%)	6,447 (4.66%)	9,733 (4.63%)	64.99%	1.90	00:01:29	16.01%	1,558 (5.29%)	€0.00 (0.00%)

3. Demographics

To find out about different user segments, you can look at the Demographics Report. With this report, you can view demographics information, such as the *age and gender of your visitors*. It can be very useful to learn more about the types of people that visit and convert/buy on your website to help enhance your paid social media targeting and brand messaging in ads and email etc.



4. Acquisition -> All Traffic/Channels

A key report in the Acquisition Tab, and in all of Google Analytics, is the All Traffic Report. You should become familiar with the All Traffic Report. This report allows you to find *visitor traffic, conversion, and engagement data for different predefined channel types, known as default groupings or channels*. Default Groupings or Channels include the following.

1. **Direct:** When the user types your website URL into their browser (Chrome, Safari, Internet Explorer etc.) to directly access your site.
2. **Organic Search:** Refers to non-paid search visits from SEO sources.
3. **Social:** Refers to traffic from social channels like Facebook, Twitter, and so on.
4. **Email:** Tagged email links and newsletters will allow Google Analytics to categorize this traffic as email.
5. **Affiliates:** Refers to traffic from other websites, with whom you have an agreement to drive sales of your product.
6. **Referral:** Traffic from sites that have hyperlinks on their website that point to your website.
7. **Other:** Traffic that Google Analytics doesn't know how to define. This can be erroneously tagged email, social or PPC traffic, or new traffic sources.
8. **Paid Search:** PPC traffic directly linked through Google Ads, Bing Ads, and so on.
9. **Display:** Traffic from banner display ads, and premium or Google Display Networks.

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	145,963 <small>% of Total: 100.00% (145,963)</small>	138,455 <small>% of Total: 100.04% (138,400)</small>	210,336 <small>% of Total: 100.00% (210,336)</small>	62.55% <small>Avg for View: 62.55% (0.00%)</small>	1.80 <small>Avg for View: 1.80 (0.00%)</small>	00:01:32 <small>Avg for View: 00:01:32 (0.00%)</small>	14.01% <small>Avg for View: 14.01% (0.00%)</small>	29,458 <small>% of Total: 100.00% (29,458)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>
1. Organic Search	108,518 (71.92%)	100,726 (72.75%)	153,837 (73.14%)	66.78%	1.58	00:01:28	12.37%	19,026 (64.59%)	€0.00 (0.00%)
2. Direct	19,469 (12.90%)	18,553 (13.40%)	26,834 (12.76%)	49.25%	2.71	00:01:58	19.39%	5,203 (17.66%)	€0.00 (0.00%)
3. (Other)	6,828 (4.53%)	6,284 (4.54%)	7,833 (3.72%)	54.60%	1.27	00:00:35	8.82%	691 (2.35%)	€0.00 (0.00%)
4. Social	5,509 (3.65%)	4,686 (3.38%)	6,487 (3.08%)	51.87%	2.41	00:01:19	16.90%	1,096 (3.72%)	€0.00 (0.00%)
5. Email	4,670 (3.10%)	3,698 (2.67%)	7,940 (3.77%)	52.68%	2.36	00:02:15	27.08%	2,150 (7.30%)	€0.00 (0.00%)
6. Referral	1,818 (1.20%)	1,292 (0.93%)	2,642 (1.26%)	42.92%	2.48	00:02:51	21.84%	577 (1.96%)	€0.00 (0.00%)
7. Generic Paid Search	1,497 (0.99%)	1,188 (0.86%)	1,796 (0.85%)	51.39%	2.75	00:01:11	15.81%	284 (0.96%)	€0.00 (0.00%)
8. Paid Social: Sponsored	1,356 (0.90%)	1,113 (0.80%)	1,492 (0.71%)	63.20%	2.13	00:00:57	12.33%	184 (0.62%)	€0.00 (0.00%)
9. Paid Social: Boosted	883 (0.59%)	682 (0.49%)	1,039 (0.49%)	58.71%	2.41	00:01:23	16.65%	173 (0.59%)	€0.00 (0.00%)
10. Paid Search	101 (0.07%)	89 (0.06%)	131 (0.06%)	62.60%	2.04	00:01:12	13.74%	18 (0.06%)	€0.00 (0.00%)

5. Acquisition -> Campaigns

Another key report is the Campaigns Report. Food businesses *engage with consumers on multiple devices and channels, not all of which are Google channels*. But you still need to track how these channels drive value from your websites. To track non-Google traffic like social media campaigns in Google Analytics, you can use the Campaigns Report.

Campaign	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	
	2,916 <small>% of Total: 2.49% (117,249)</small>	2,788 <small>% of Total: 2.34% (119,210)</small>	3,113 <small>% of Total: 2.18% (142,838)</small>	21.46% <small>Avg for View: 59.88% (-64.16%)</small>	1.69 <small>Avg for View: 1.95 (-13.21%)</small>	00:00:18 <small>Avg for View: 00:00:45 (-59.83%)</small>	0.61% <small>Avg for View: 40.82% (-98.50%)</small>	19 <small>% of Total: 0.03% (58,304)</small>	
1. Instagram - Conversion - France - Mobile - Women 25-34 - Jewellery	789 (27.05%)	765 (27.44%)	831 (26.69%)	9.99%	1.73	00:00:16	0.60%	5 (26.32%)	
2. Instagram - Conversion - Italy - Mobile - Women 25-34 - Jewellery	590 (20.23%)	569 (20.41%)	619 (19.88%)	28.43%	1.65	00:00:17	0.97%	6 (31.58%)	
3. Facebook - Conversion - Italy - Mobile - Women 25-34 - Jewellery	389 (13.34%)	376 (13.49%)	431 (13.85%)	25.29%	1.66	00:00:23	0.23%	1 (5.26%)	
4. Facebook - Conversion - Spain - Mobile - Women 25-34 - Jewellery	364 (12.48%)	333 (11.94%)	400 (12.85%)	23.50%	1.57	00:00:14	0.25%	1 (5.26%)	
5. Instagram - Conversion - Spain - Mobile - Women 25-34 - Jewellery	362 (12.41%)	329 (11.80%)	376 (12.08%)	23.40%	1.62	00:00:14	0.53%	2 (10.53%)	
6. Facebook - Conversion - France - Mobile - Women 25-34 - Jewellery	316 (10.83%)	313 (11.23%)	338 (10.86%)	22.19%	1.95	00:00:25	0.89%	3 (15.79%)	
7. Facebook - Conversion - Italy - Desktop - Women 25-34 - Jewellery	66 (2.26%)	64 (2.30%)	72 (2.31%)	37.50%	1.56	00:00:37	0.00%	0 (0.00%)	
8. Facebook - Conversion - France - Desktop - Women 25-34 - Jewellery	25 (0.86%)	24 (0.86%)	29 (0.93%)	44.83%	2.03	00:00:22	3.45%	1 (5.26%)	
9. Facebook - Conversion - Spain - Desktop - Women 25-34 - Jewellery	16 (0.55%)	15 (0.54%)	17 (0.55%)	17.65%	1.47	00:00:14	0.00%	0 (0.00%)	

NOTE: To do this you need to *add special tracking URLs* to your organic social posts and paid ad campaigns. These tracking URLs can be created for free using the URL builder tool (shown later) and will show your website traffic, conversions, mobile/desktop devices, locations and time spent on your site when someone clicks through from a social media post or ad.

This is valuable to know so you can see what are the types of content that get clicks and conversions, so you can post this type of content more regularly.

6. Behaviour -> Site Content

You might want to look at the individual pages on your website and see how visitors interacted with each page. You can do this by using the Site Content Report. This reporting area allows you to view reports on how you can improve your content to achieve better results from visitors.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	378,340 <small>% of Total: 100.00% (378,340)</small>	306,112 <small>% of Total: 100.00% (306,112)</small>	00:01:37 <small>Avg for View: 00:01:37 (0.00%)</small>	191,823 <small>% of Total: 100.00% (191,823)</small>	62.55% <small>Avg for View: 62.55% (0.00%)</small>	50.70% <small>Avg for View: 50.70% (0.00%)</small>	€0.00 <small>% of Total: 0.00% (€0.00)</small>
1. www.bordbia.ie/	15,174 (4.01%)	11,297 (3.69%)	00:00:52	8,982 (4.68%)	37.97%	32.69%	€0.00 (0.00%)
2. www.bordbia.ie/recipes/desserts-and-baking-recipes/traditional-brown-soda-bread/	9,408 (2.49%)	8,034 (2.62%)	00:06:06	7,890 (4.11%)	84.29%	82.87%	€0.00 (0.00%)
3. www.bordbia.ie/recipes/fish-recipes/pan-fried-hake-with-lemon-and-herb-butter-sauce/	8,720 (2.30%)	7,712 (2.52%)	00:05:17	7,581 (3.96%)	85.84%	84.47%	€0.00 (0.00%)
4. www.bordbia.ie/recipes/	5,892 (1.56%)	4,058 (1.33%)	00:00:46	2,002 (1.04%)	17.09%	17.16%	€0.00 (0.00%)
5. www.bordbia.ie/recipes/pancake-recipes/basic-pancake-recipe/	5,049 (1.33%)	4,575 (1.49%)	00:05:14	4,511 (2.35%)	90.14%	88.63%	€0.00 (0.00%)
6. www.bordbia.ie/recipes/fish-recipes/fish-pie/	3,743 (0.99%)	3,280 (1.07%)	00:05:04	3,074 (1.60%)	82.97%	81.65%	€0.00 (0.00%)
7. www.bordbia.ie/farmers-growers/prices-markets/cat-tle-trade-prices/	3,659 (0.97%)	2,586 (0.84%)	00:01:13	1,905 (0.99%)	0.00%	45.45%	€0.00 (0.00%)
8. www.bordbia.ie/recipes/chicken-recipes/chicken-and-mozzarella-pasta-bake/	3,149 (0.83%)	2,792 (0.91%)	00:06:15	2,578 (1.34%)	87.63%	82.72%	€0.00 (0.00%)
9. www.bordbia.ie/whats-in-season/	3,137 (0.83%)	2,370 (0.77%)	00:00:19	1,757 (0.92%)	10.71%	14.41%	€0.00 (0.00%)
10. www.bordbia.ie/recipes/potato-recipes/garlic-potatoes/	2,897 (0.77%)	2,475 (0.81%)	00:05:02	2,373 (1.24%)	83.57%	80.91%	€0.00 (0.00%)

Section #4: Using the URL Builder

Use the URL Builder to configure a tracking URL for the social media campaign you are creating.

The URL builder is an essential free and easy tool to track clicks on links to your website from your social media posts and ads. When you create specific website tracking URLs for your social posts you can see how many people clicked through to your website, how long they stayed there, what device they used to click, where they live and what valuable actions they took, i.e. conversions etc. With this tool, you can add your social network in source – for example, Facebook; your medium – this is only ever paid social or organic social (depending on the post type); your campaign name: always name your campaigns in this structure:

social network – paid or organic social – description of the post or ad campaign

E.g. Facebook - paid social - covid-19 support Ireland

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL *

The full website URL (e.g. https://www.example.com)

campaign ID

The ads campaign id.

campaign source *

The referrer (e.g. google, newsletter)

campaign medium *

Marketing medium (e.g. cpc, banner, email)

campaign name *

Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL

Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL

When you input this data into the URL builder, it creates a special tracking URL, which you can use in your organic posts or paid ads. You don't need to do anything else, Google Analytics can automatically read this URL, you just need to use it in your posts and ads.

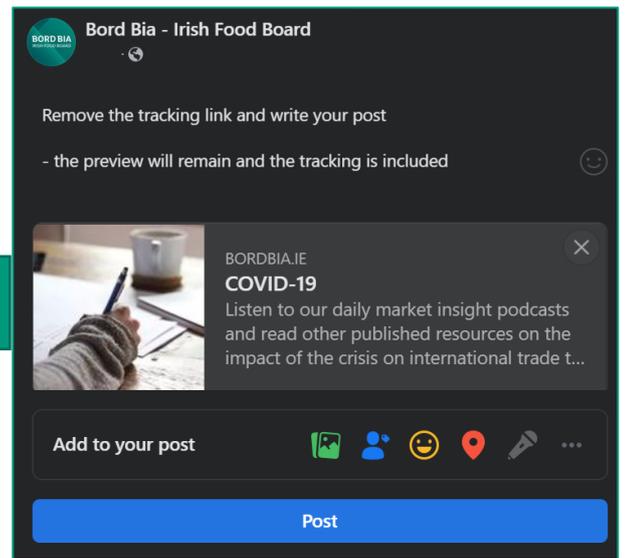
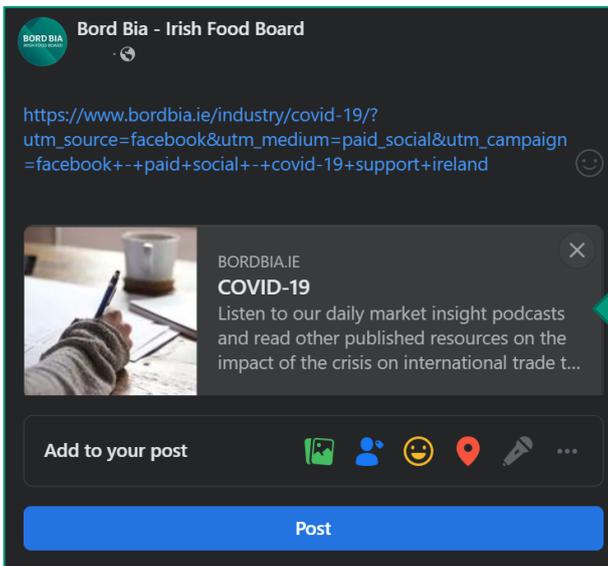
NOTE: You will need to create a different URL for each post on your social channels – don't forget to change the source name to Twitter and LinkedIn for posts from these social platforms. Also to update your campaign name to include the social platform you are posting from.

Try it [here](#)

Using Tracking URLs on Social Media

Steps to using tracking URLs on Facebook and other social channels

1. Enter the tracking URL from the URL builder into a new social post and wait for the preview to load.
2. Once the preview loads, *you can delete the URL text from the post*, it will be included in the preview.
3. Write your text and post onto Facebook



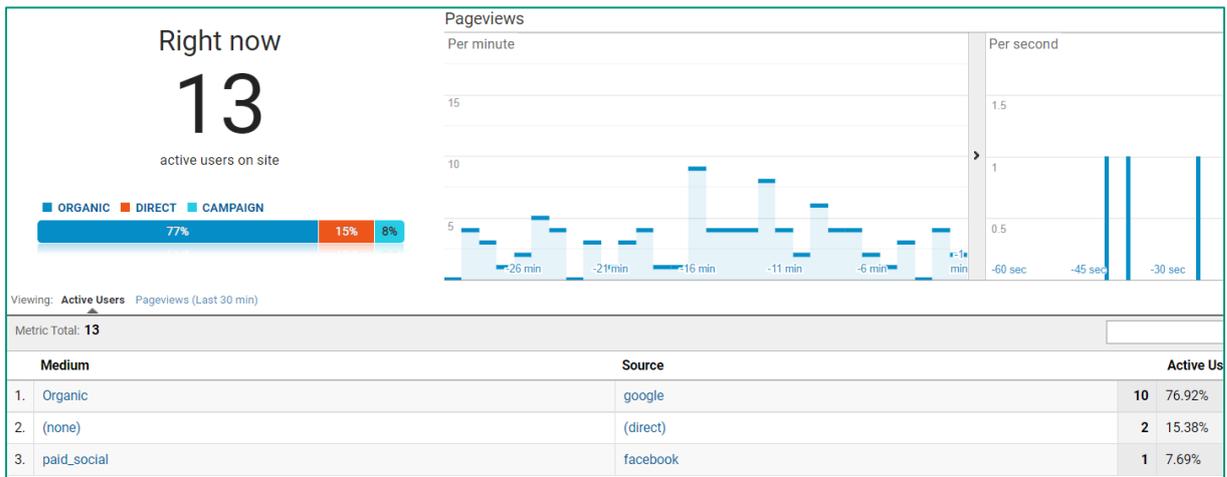
Once the post is clicked, the visitor will land on your page and the tracking URL is visible in their browser. Just using this URL gives Google Analytics all the information it needs to track the visit from your social media post or ads. Take note of the next time you click through from an ad on social media to see if there is any tracking.

You'll see something like:

utm_source=facebook. instagram etc. utm_medium=social, paid social, cpc etc. utm_campaign= the name of the advertising campaign

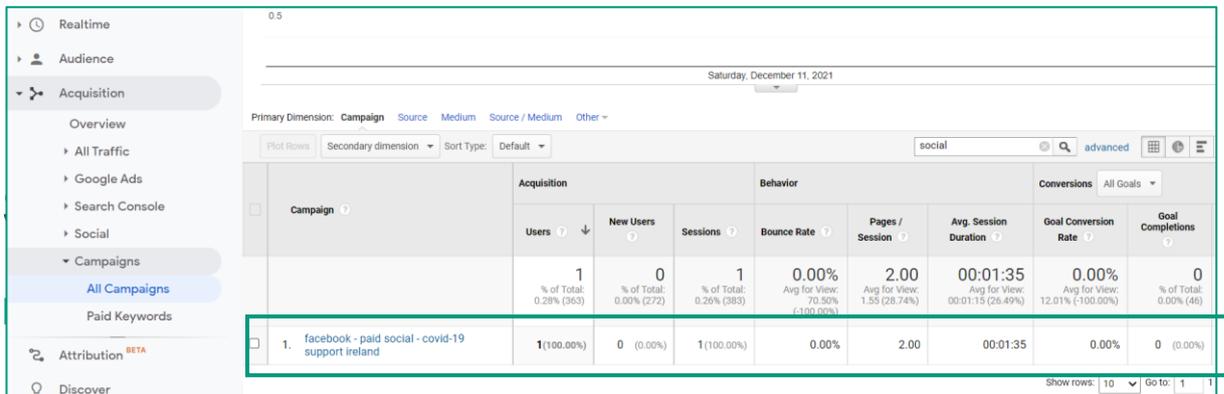
Check Using Realtime Reports

When you navigate to the Realtime report in Google Analytics, you'll see *how many people are currently on your website from clicking your social post or ad*. When you post an update on social media with a tracking link remember to go to the real-time report in Google Analytics shortly after the post goes live to see are people clicking on it already.



Analyse Social Traffic in the Campaigns Report

To see the performance of your social posts and ads go to the campaigns report in the Acquisition menu on the left hand side of Google Analytics. Set your date range to the desired range, including today and you'll see what posts and ads were clicked. You'll also see if these clicks led to any goals you have set-up. It takes about 10mins – 30mins after the click for this data to become available in the campaigns report. With this report you can look at your posts and ads performance over long date range, unlike the real time report which only shows you who's on the website right now.



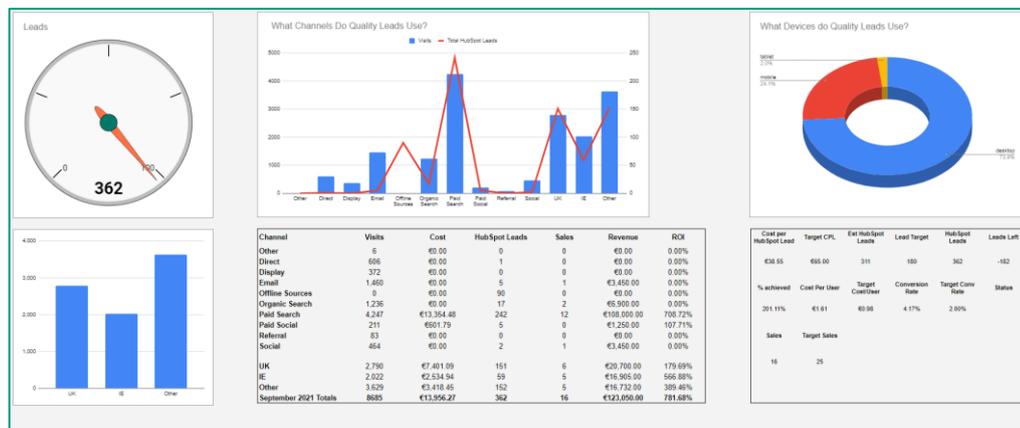
When you are analysing data be curious and look at the key reports outline in this document. Get familiar with your website numbers and take note of changes or anomalies. *Positive or negative changes in typical website numbers might be an indication of an opportunity you can capitalise on or a threat your need to react to.* To get a feel for the typical patterns in your website visitors you must first establish the trends. Ask yourself:

- How do people buy?
- When do they buy?
- Where do our customers live?
- What are their character traits?

When you get the data for these 4 questions you can establish an understanding of your customers from a digital perspective. Reflect on this data and ask yourself: Why is that? Interrogating the 4 questions and asking why can provide you with the insight you need about your customers to create better campaigns and drive more sales for your business.

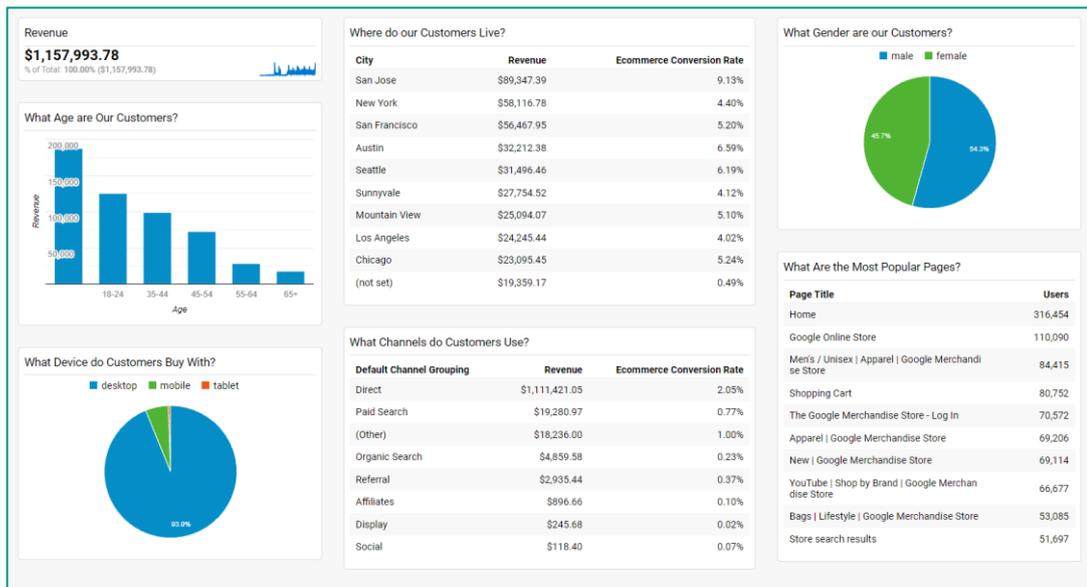
Using Dashboards

When you find out which campaigns and channels drive the most conversions, traffic, and sales, you may want to improve the budgets that are allocated to these high-performing campaigns.



To do this, identify your clusters of high-transaction, high-revenue, or high lead-generating times in Google Analytics. Then, in Google Ads and social media ad campaigns etc. you can increase how much you spend on high performing campaigns and reduce spend on low performing campaigns, this should improve how much business you get for your campaign spend.

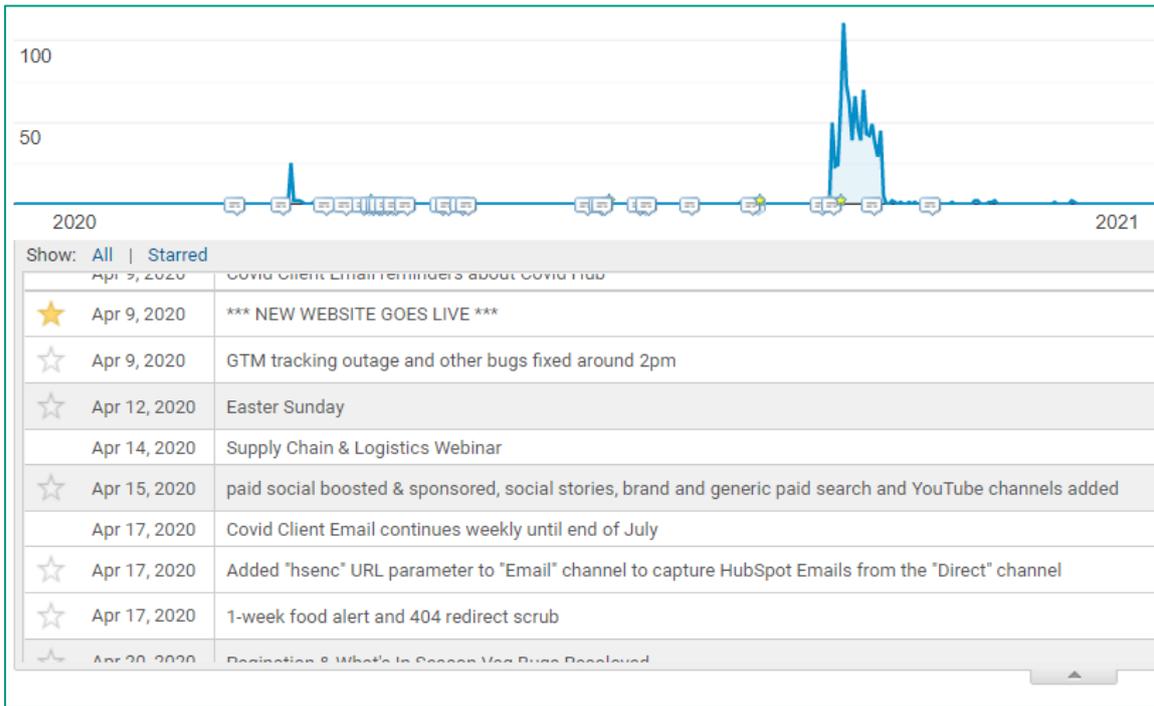
TIP: *When you're creating a chart – name it as a question.* This provides instant insight into the data and makes it easy for people to understand



Use Annotations

In digital marketing we make a lot of changes, and launch a lot campaigns etc. all the time. As a result, we won't be able to remember everything we've done. Luckily, we can use Annotations to help us track or record our actions. Annotations are small, written notes that appear as speech bubbles at the bottom of Google Analytics line charts. It's very easy to add an annotation.

- Simply press the upside down triangle below any main line chart and click the “new annotation” button. Then, enter the details of your note. Mark it as public or private and press ‘Save’.
- Now you will have a written record of what happened on a particular day, which you can look back on to see if it impacted traffic data over time. For example, you can add notes about campaign launches, sites going down, promotional offers or in store events as they happen. Then, when you are reviewing the traffic to your site later, and wondering what caused a spike or a drop, an annotation relating to an event might provide insight into why it happened.



TIP: Try to get into the habit of leaving yourself annotations/notes for all major changes to your food business, as well as for external events that might have an impact. It's a great way of leaving a written historical record of your year's work for you to review as you need.

Section #6: Data Protection Considerations

Understanding Consent

- There are several data protection considerations associated with web analytics.
- As a result of regulations like GDPR in the EU, tracking personally identifiable information – or PII – now requires explicit consent from the consumer.
- For example, you need to get consent if you are collecting cookie data from website visitors for analysis or in order to personalize advertising experiences.
- Many analytics programs anonymize user names, IP addresses, and other PII, but you still need consent to share website visitor data anonymously with third parties, like Google Analytics, or with ad platforms
- In relation to GDPR, it is essential that personally identifiable information is managed correctly and within the terms of the consent provided by your website visitors.
- Collecting PII as part of your analytics program, and then mismanaging the information, can risk a data breach for improper use of PII.
- To ensure this doesn't happen, your company should have a clear policy or guidelines in place detailing how the analytics data you collect is used and managed.
- This should include explicit opt-in visitor consent to track user visits, collect anonymous cookie data, and share anonymously with third parties like Google and Facebook for personalization of ads.
- It is a requirement that people can opt out of cookies on your website

Key Takeaways

Use location, device, demographics and conversion data to create better campaigns

Set-up conversions to track the valuable actions people are taking on your site like sales, leads of email signs ups etc.

Use the data to identify the channels, devices, locations, social posts and ads that drive most valuable actions and increase focus in these areas

Get into the habit of using the URL builder for social media posting to give more visibility on your most effective posts and social networks

When analysing data it's important to leave annotations for yourself to record actions on specific dates

Be mindful of data protection, cookie consent and GDPR when using Analytics tools

Additional Think Digital Resources

Click on any of the below guidebooks to find out more:



[Contact our Think Digital experts on the Client Capability Team here](#)

This guide has been produced in conjunction with **Cathal Melinn**, founder of **Digital Basics**

[Digital Basics](#) is a Dublin based digital marketing consultation and training firm.
