AOT DIGITAL WEBINAR SERIES

Tracking and Performance Analytics

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Introduction to Tracking Pixels and UTM Tracking

Pixels

What they are, How they work, Why we use them

What is a pixel?

A pixel is a piece of tracking code written as either an image or JavaScript tag that can be placed onto a webpage. Pixels are invisible trackers that capture a visitor's cookies in order to store audience data. Pixels collect information, such as time of day, user ID, URL, etc. The cookie data is then aggregated anonymously into a publisher's database. The publisher can then utilize the data to build segments and audience models.

How it works

When a user visits a site with a pixel placed on it, the pixel fires, a cookie is dropped into the user's browser, and the cookie travels with the user as he/she browses the Internet. The user's behavioral information is tracked this way, with no personally identifiable information passed. The publisher matches the information within the cookie to third party data segments to determine specific characteristics about the user. The publisher combines users with similar traits into segments. Placing pixels as early as possible is the most efficient way of capturing enough users to retrieve statistically relevant data.

More pixels means more data

Pixels are placed in order to track audience data. This data allows the publisher to build and target segments, optimize spend, track conversions, and more. Placing pixels on strategic pages can help measure specific key performance indicators, as well as give insight into the users who are engaging with the tracked activity.

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Tracking Pixels

- Tracking Pixels are a necessity for tracking Page Performance, Leads, Downloads, Purchase, Etc.

- Tracking Pixels are available for all Digital Platforms you may be running on

- A Tracking Pixel can be implemented one of two ways
    - The Tracking Pixel Code can be placed directly into the source code
    - You can incorporate a Tracking Container such as Google Tag Manager or Ensighten

- The tracking container is ideal because it helps keep page load times down and gives you more control over the tracking implementation. Additionally, you can place multiple vendor pixels inside the container vs. adding several pixels directly to you site.

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URL Tracking

- URL tracking is necessary for measuring your ad performance. With the time and resources you can even do this at the Print, Radio, OOH, TV, and other Offline levels

- UTM or Urchin tracking module allows an advertiser to better understand their digital marketing performance and track that performance within Google analytics

- Without these, Google will automatically bucket inbound marketing traffic however it deems appropriate, making it difficult to digest thousands of data points quickly.

- Tracking your Digital Ad performance with the use of UTM tracking can be set up manually or automatically

- Tracking your Offline efforts can be done by applying UTM tracking to the vanity url for whichever medium you choose

- Ex:
  - Tracking a Print Publication – Time Magazine
  - Vanity URL = exploremoreaz.com
  - Redirected to = visitarizona.com/?utm_source=time-magazine&utm_medium=print

URL Tracking - Digital

- To track ad performance you have the option of selecting either Auto Tagging or Manual Tagging

Manual Tagging

- Manual Tagging requires you to manually place the UTM tracking parameters. This takes time and effort to complete

- Auto Tagging must be disabled in AdWords and Google Analytics

- This is ideal if you are running platforms other than Google AdWords and Google Analytics

- Allows you to more accurately track performance of Facebook, Bing, Twitter, Instagram, and other 3rd Party Sources

Auto Tagging

- Auto Tagging will automatically place UTM tracking in your AdWords account that will save you a significant amount of time and effort

- Auto Tagging must be enabled in AdWords and Google Analytics

- Auto Tagging does not work with other sources such as Facebook, Bing, Twitter, Instagram, and other 3rd Party Sources

URL Tracking – UTM Structure

The UTM structure is made up of the following five components

- Campaign Source
  - utm_source
  - Use utm_source to identify the search engine, social platform display vendor, newsletter name, publication name, or other source

- Campaign Medium
  - utm_medium
  - Use utm_medium to identify a medium such as cpc (cost per click), display, remarketing, email, paid-social, social, and more

- Campaign Campaign
  - utm_campaign
  - Use utm_campaign to correlate the ad back to a specific campaign in your ad platform

- Campaign Term
  - utm_term
  - Use utm_term to identify the keyword correlated to a specific ad. Used for paid search campaigns

- Campaign Content
  - utm_content
  - Use utm_content for A/B testing or to differentiate ads

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URL Tracking – UTM Structure

Example of a Google AdWords UTM URL

'https://www.visitarizona.com/inspiration/?utm_source=google&utm_medium=cpc&utm_campaign=fy18-national-search

Example of Facebook UTM URL – A/B Test

'https://www.visitarizona.com/?utm_campaign=fy18-national-ad-facebook&utm_medium=paid-social&utm_source=facebook&utm_content=standard-sedona-window-no-text-v1

'https://www.visitarizona.com/?utm_campaign=fy18-national-ad-facebook&utm_medium=paid-social&utm_source=facebook&utm_content=standard-sedona-window-text-v2

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UTM Performance in Google Analytics

To measure your performance you will need to access Google Analytics and follow the below steps:

1. Campaigns
2. All Campaigns
3. Toggle between Campaign, Source, Medium, Source/Medium, and Other Additional Steps
4. Add Secondary dimension to view another parameter along side your primary parameter
   - Example:
   - Primary Dimension = Campaign | Secondary Dimension = Content

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Introduction to Google Analytics

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Introduction to Google Analytics
Google Analytics Overview

Google Analytics is a great platform for measuring website performance. Through a series of reports in Analytics you can measure the impact your Paid, Earned, Shared and Owned channels have on website performance

Within Google Analytics you have the ability to see the following site metrics:
- User Visitation
- New User Visitation
- Sessions
- Number of Sessions per User
- Page Views
- Pages/Session
- Avg. Session Duration
- Bounce Rate

Google Analytics allows you to dig deeper into these core KPIs by helping you better understand how the user arrived to the site, what content they engaged with, the user's location, their interest, the device they have used and much more

Introduction to Google Analytics
Goal Tracking

Google Analytics gives you the ability to track specific KPIs through Goal Setting. With Google Analytics you have the ability to track the following events:

Templated Goals

Revenue
- Reservations – Signed up for a tour, rental, or reservation
- Buy Tickets – Completed online purchase

Acquisition
- Create an Account – Successful sign up, account, or view created

Inquiry
- Read Reviews – views created and ratings

Engagement
- Add to Favorites – saved product to information to a list
- Media Play – Played interactive media, like a video or slideshow
- Share / Social Connect – Shared to a social network or emailed
- Contribute Content – Submitted or uploaded a picture

Custom Goals

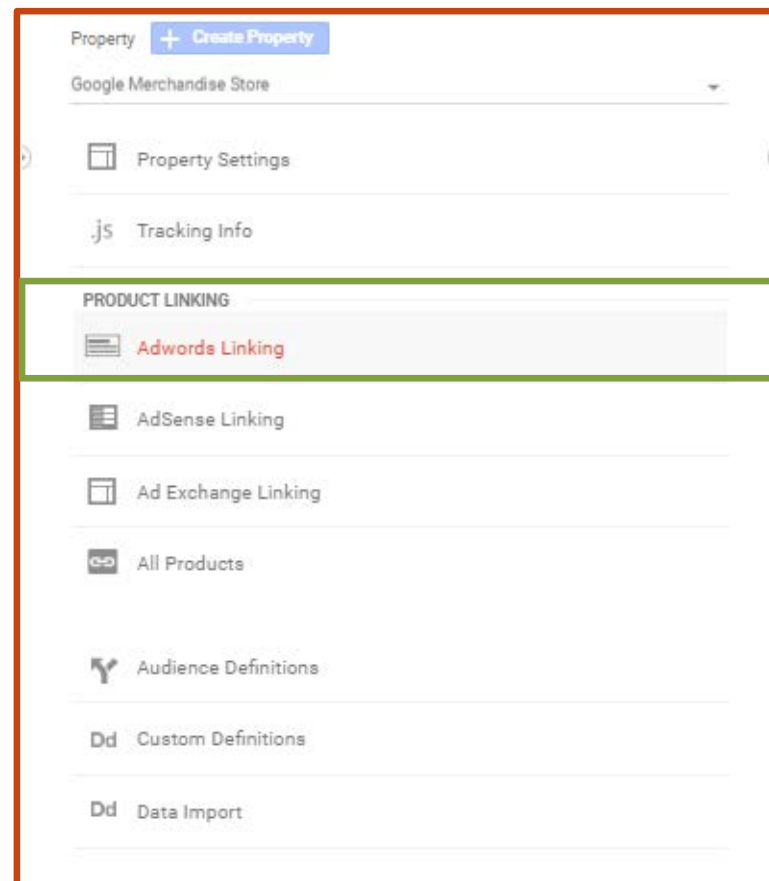Destination – Ex. thanks.html or /confirmation

Duration – Ex. 5 minutes or more

Pages/Screens per session – Ex: 3 pages

Event – Ex: played a video, downloaded a guide, clicked a link

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Introduction to Google Analytics
Linking Google Analytics to Google AdWords

In your Google AdWords account you are given the ability to link your Analytics account directly to your AdWords Account. We strongly encourage this as it allows you to pull in your Google Analytics goals

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URL Builder Tool
- https://ga-dev-tools.appspot.com/campaign-url-builder/

More Info on Auto Tagging vs. Manual Tagging
- https://effinamazing.com/blog/manual-utm-tagging-vs-adwords-autotagging/

Linking AdWords and Google Analytics
- https://support.google.com/analytics/answer/1033961?hl=en

Google Analytics Capabilities
- https://www.google.com/analytics/analytics/capabilities/

Google Analytics Features
- https://www.google.com/analytics/analytics/features/

Google Analytics Demo Account
- https://analytics.google.com/analytics/web/?utm_source=demoaccount&utm_medium=demoaccount&utm_campaign=demoaccount#/report/visitors-overview/a54516992w87479473p92320289

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