

SAMPLE GOOGLE ANALYTICS TRAINING AGENDA



Google Tag Manager (GTM) Core Concepts

- Container
- Tags
- Triggers
- Variables
- Data layer

Implementing Google Analytics (GA) through GTM

- Pageviews
- Events
- Virtual pageviews
- Extending the GA dataset with custom dimensions

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GTM Deployment Features

- Debugging
- Environments
- Container zones

Reporting Fundamentals

- Audience reports
- Technology reports
- Location reports
- Pages reports
- Time metrics

Acquisition Data and Reporting

- Understanding acquisition terminology
- Campaign tracking
- Governing campaign data quality
- Channel customization

GTM Access Rights and Workflow

- Editing
- Publishing
- Approval queue
- Workspaces

Ecommerce Tracking

- Shopping funnel
- Checkout steps
- Internal promotions
- Coupon codes
- Product-scope custom dimensions

Reporting Features

- Secondary dimensions
- Navigation summary
- Comparison and pivot displays
- Custom reports
- Saving reports
- Sharing reports
- Annotations
- Alerts

Conversion and Attribution

- Defining your KPIs
- Goal configuration
- Understanding conversion metrics
- Understanding the direct channel and attribution precedence
- Moving beyond last-click and last-non-direct-click attribution
- Multi-channel funnel reporting
- Built-in and custom attribution models

Admin

- Navigating the account, property, and view hierarchy
- Access rights
- Best practices for governance
- Complying with the GA terms of service for privacy
- Configuring the BigQuery export in GA 360

Filtering and Segmentation

- Essential view filters
- Creating data subsets
- Custom segments
- Audience segmentation
 - by behavior/content consumption
 - by user attributes

The Next Generation of Google Analytics: App + Web

- Implementation
 - dual tagging with Google Universal Analytics
 - Data streams: Web, iOS, and Android
 - Understanding the unified data model
 - Events and parameters
 - Ecommerce
 - Conversions and attribution
 - User properties
- Reporting and analysis
 - Reporting UI
 - Advanced analysis templates
 - Audiences, segments, and comparisons

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