

Google Analytics / Adwords Tutorial

Phone call tracking is a challenge in the current market for advertising companies whose revenue recognition results from a phone call for the number on their web page.

Google Analytics can track a user as long as they are on the web browser, but the connection breaks when the user calls the number on the web page. That is where Delacon plugs in the gap with their online-offline call tracking system by integrating with Google Analytics.

Please read on to know more about Delacon's call tracking integration with Google Analytics. **Briefly, a Delacon customer needs to provide their Google Analytics profile id for a successful integration.**



info@delacon.com.au
www.delacon.com.au

TEL + 1300 990 999
FAX + 61 2 8221 9491



How does Delacon add call information into Google analytics?

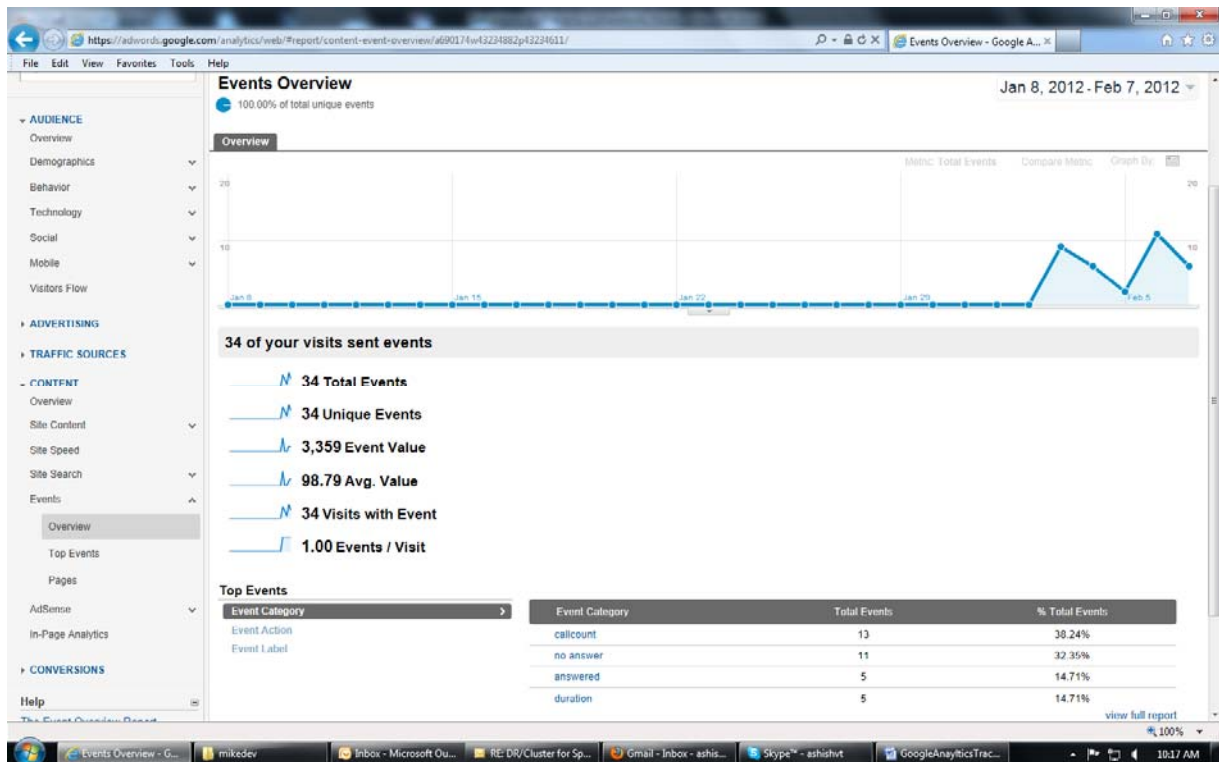
- 1) Delacon customer puts the Delacon tracking JavaScript on the web pages of their website
- 2) Delacon customer provides their Google Analytics profile id to Delacon
- 3) A web user visits the customer's web site. Delacon tracks that session and returns a phone number to the web page. It also tracks whether the session originated from a Google ad, search, or a direct visit to the website.
- 4) The web user sees that phone number and, if interested, calls it. Logically, that's a conversion.
- 5) Delacon system connects the call to the target customer, and recognizes it as a conversion.
- 6) Delacon system then adds call data to the customer's Google analytics account which is then recognized as a conversion by pre-configured rules in customer's Google analytics account.

How does Delacon track live conversions into Google analytics?

- 1) Delacon customer puts the Delacon tracking JavaScript on the web pages of their website
- 2) Delacon customer provides their Google Analytics profile id to Delacon
- 3) A web user visits the customer's web site. Delacon tracks that session and returns a phone number to the web page. It also tracks whether the session originated from a Google ad, search or a direct visit to the website.
- 4) The web user sees that phone number and, if interested, calls it. Logically, that's a conversion.
- 5) Delacon system connects the call to the target customer, and recognizes it as a conversion.
- 6) For a live conversion to be recorded in Google analytics, analytics tracking needs to happen in the same web browser session. Delacon system provides that feature as well. As soon as the call is started by the user from step 4) and the immediate conversion recognition happens in step 5) on the Delacon side, within 10 seconds a url pageview is fired from the same web browser session to Google analytics. As a result of this, Google can relate all the session-related data that it has in its system to the tracking that just occurred in Google analytics. The user can see all the keywords, search queries, etc. related to that phone call because of the same web user session in which the call was made.
- 7) Once the appropriate configuration is done for Google Adwords and Google Analytics, this live conversion data can be viewed in Google Adwords as well for all those conversions which originated from Google Ads.

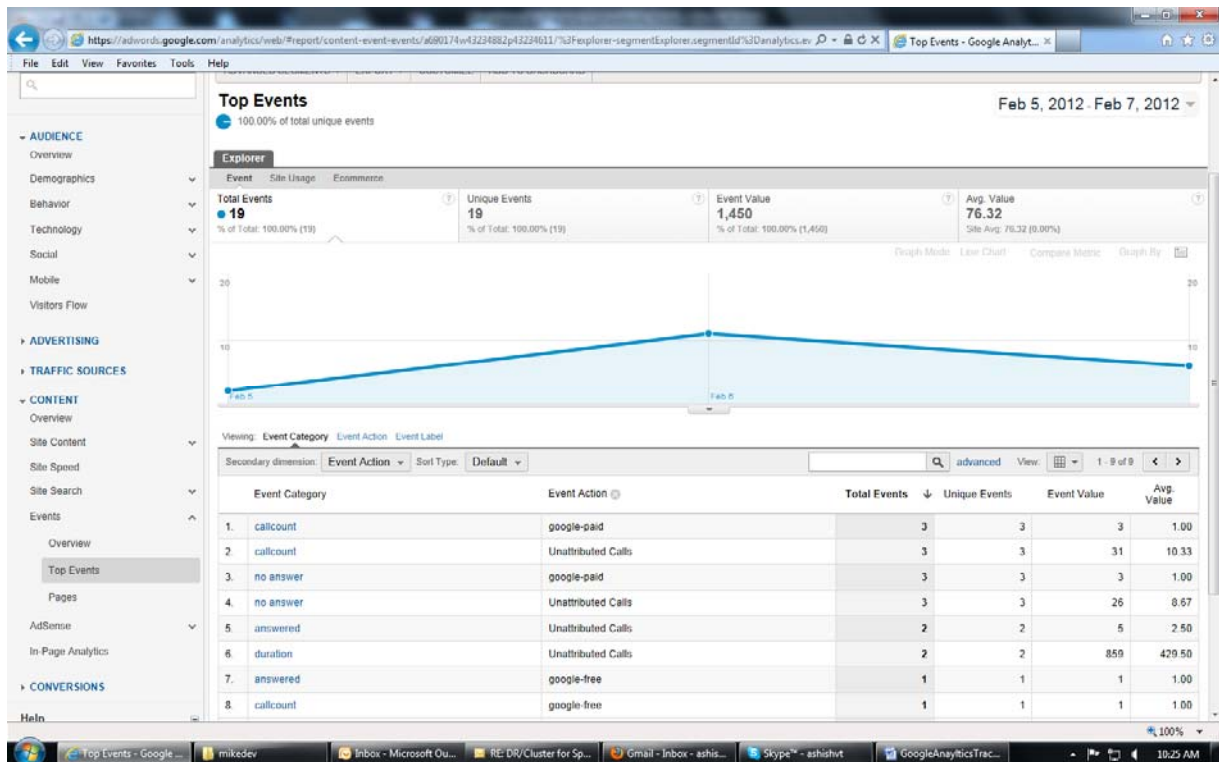
What does a Delacon customer see in Google analytics?

Delacon system adds call information as **Events** in the customer's Google Analytics account. Delacon has a preset format of call data that will be added to the customer's Google Analytics account. But we understand that not every customer requirements are same, so the call data logging can be enhanced upon agreement of requirements between Delacon and the customer. The following is an example of how call data can be presented in a customers Google Analytics account:



Once you are in Events, clicking on the "Overview" reveals all those categories under which Events are categorized. Drilling down from Categories to Actions and Labels, individual or grouped data can be obtained for the calls processed by the Delacon system. An analytics user can have events added from multiple sources, and Delacon can be one of them. As mentioned earlier, based on agreement (if required), call data can be added as events based on customer's specific requirements.

The following is an example of how events can be represented based on calls originating from Google-paid, Google-free, etc. type of leads:



For live conversions into Google analytics, as stated in an earlier section, Delacon adds a url page view in Google analytics as shown below:

| Overview | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit |
|----------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| | 79 | 40 | 00:03:22 | 50.00% | 43.04% |
| | % of Total: 100.00% (79) | % of Total: 100.00% (40) | Site Avg: 00:03:22 (0.00%) | Site Avg: 50.00% (0.00%) | Site Avg: 43.04% (0.00%) |

Primary Dimension: Page | Page Title | Other

| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit |
|---------------------------|-----------|------------------|-------------------|-------------|---------|
| 1. | 35 | 17 | 00:02:34 | 40.00% | 42.86% |
| 2. | 16 | 4 | 00:04:49 | 0.00% | 18.75% |
| 3. | 14 | 12 | 00:12:16 | 81.82% | 85.71% |
| 4. /delaconconversion.htm | 7 | 2 | 00:02:12 | 0.00% | 28.57% |
| 5. | 4 | 2 | 00:00:18 | 0.00% | 0.00% |
| 6. | 1 | 1 | 00:00:38 | 0.00% | 0.00% |
| 7. | 1 | 1 | 00:00:00 | 100.00% | 100.00% |

What does a Delacon customer need to configure in Google analytics?

As mentioned in previous sections, Delacon system adds call data as “Event” to the customer’s Google analytics account which is then recognized as a conversion by pre-configured rules in customer’s Google analytics account.

In Google Analytics, “Goals” are configured to track Events as conversions based on pre-defined criteria.

The following is a sample of how Goals can be configured to track events as conversions.

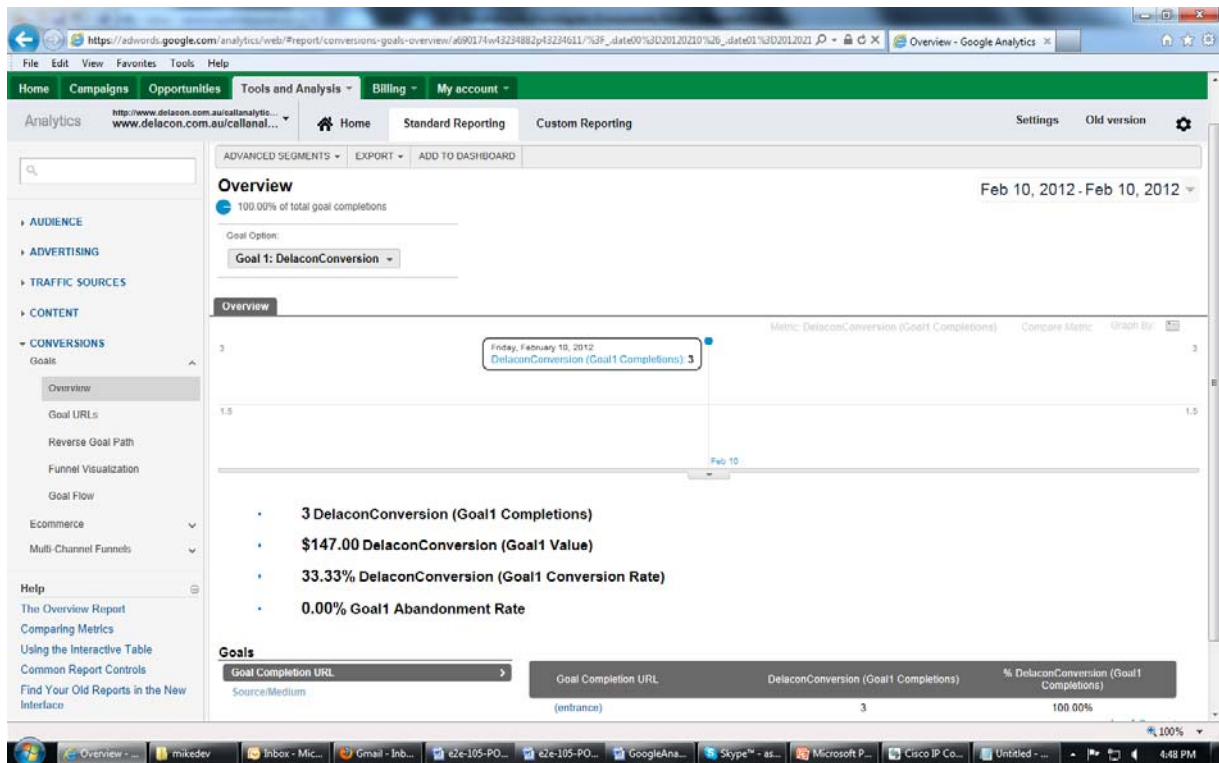
The screenshot shows the 'Goals' configuration interface in Google Analytics. At the top, there are navigation tabs: 'Assets', 'Goals' (selected), 'Users', 'Filters', and 'Profile Settings'. Below the tabs, the page title is 'Goals >' and the main heading is 'Goals (set 1): Goal 1'. Under 'General Information', the 'Goal Name' is 'DelaconConversion', and it is set to 'Active'. The 'Goal Type' is 'Event'. Under 'Goal Details', step 1 is 'Configure a combination of one or more event conditions from the list below'. The 'Category' is 'that matches' and the 'Action' is 'google-paid'. Step 2 is 'For an event that meets the above conditions set the following goal value'. The 'Goal Value' is set to 'Use the actual Event Value'. At the bottom, there are 'Save' and 'Cancel' buttons.

The following are the instructions to get to the Goal creation page in Google Analytics:

- Sign in to your Google Analytics account at <https://www.google.com/analytics/>.
- Select the account that contains the profile you'll be creating goals from the Overview page.
- Find the profile for which you will be creating goals, and click 'Edit' under the 'Actions' column.
- Under the 'Goals' section, select one of the four sets to create your goal in (each set contains up to five goals) and click 'Add goal.' You can create up to 20 goals if you use all four sets.

Once the Goals are setup, and Delacon system starts adding call data as “events” to the customer’s Google Analytics account, Goal conversion will start happening once the Goal criteria is met for the events getting added.

The following is a sample of how Goals conversions will appear in the Google Analytics account:



For live conversion into Google Analytics

- Enable auto-tagging by following the instructions here: <http://support.google.com/googleanalytics/bin/answer.py?hl=en&answer=55590>
- Configure a goal as below:

Goals (set 1): Goal 3

General Information

Goal Name

Active Inactive

Goal Type URL Destination
 Visit Duration
 Page/Visit
 Event

Goal Details

Goal URL

e.g. For the goal page <http://www.mysite.com/thankyou.html> enter </thankyou.html>. To help you verify that your goal URL is set up correctly, please see the [tips here](#).

Match Type

Case Sensitive
URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel
Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter </step1.html>).

The following is a sample of how Goals conversions will appear in the Google Analytics account:

The screenshot shows the Google Analytics interface for a goal. The left sidebar contains navigation options: Conversions, Goals (Overview, Goal URLs, Reverse Goal Path, Funnel Visualization, Goal Flow), Ecommerce, Multi-Channel Funnels, and Help. The main content area displays a summary of goal performance for the selected goal:

- 1 Goal Completions
- \$1.00 Goal Value
- 100.00% Goal Conversion Rate
- 0.00% Total Abandonment Rate
- 1 delacon conv (Goal1 Completions)

Below the summary is a table showing goal completions by source/medium:

| Goals | Goal Completion URL | Goal Completions | % Goal Completions |
|---------------------|---------------------------|------------------|--------------------|
| Goal Completion URL | 1. /delaconconversion.htm | 1 | 100.00% |

Below this is a table showing goal completions by source/medium:

| Goals | Source/Medium | Goal Completions | % Goal Completions |
|---------------------|-----------------|------------------|--------------------|
| Goal Completion URL | 1. google / cpc | 1 | 100.00% |

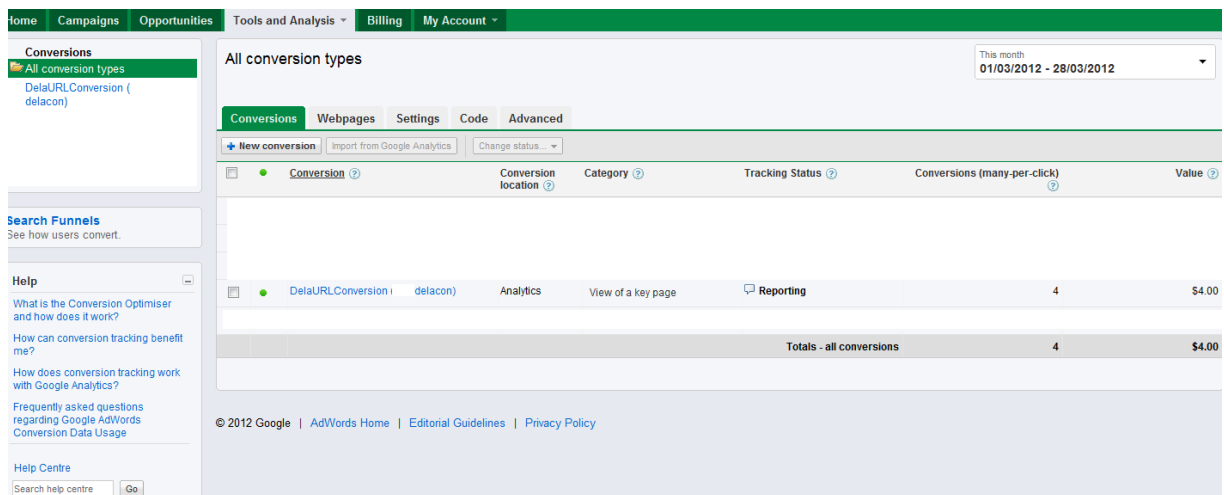
Importing Google Analytics data in Google Adwords to recognize Analytics Goal conversions as Adwords conversions

If you have linked your Google Analytics and AdWords account then the goals that the customer creates in their Analytics account can be imported into AdWords appear as conversions. Please refer to the instructions below for linking the Google analytics and Google Adwords account:

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=105598>

Once linked, follow the instructions below to import Google Analytics Data into Google Adwords:

- 1) Logon to <http://adwords.google.com>
- 2) After logon, drop down the menu for “Tools and Analysis”, and click on “Conversions”
- 3) You need to have the “Import from Google Analytics” button enabled. If not, please contact Google Support for the same. It does not readily become available after linking the Adwords and the Analytics account. Please note that once the auto-tagging is enabled and live conversions originated from Google ads start recording, it will take up to 48 hours at least for the button to become active in your Google AdWords account. Additionally, it is also recommended that at least 4-5 conversions are captured from AdWords before the button will be activated.
- 4) Once enabled, click on the “Import from Google Analytics” button, to import the Goals that you want to import in Google Adwords for conversions.
- 5) Once imported, it will look like something below:



| Conversion | Conversion location | Category | Tracking Status | Conversions (many-per-click) | Value |
|--------------------------|-----------------------------|-----------|--------------------|------------------------------|--------|
| <input type="checkbox"/> | DelaURLConversion (delacon) | Analytics | View of a key page | 4 | \$4.00 |
| Totals - all conversions | | | | 4 | \$4.00 |

For assistance or answers to your questions, contact Delacon at:

1300 990 999

info@delacon.com.au