



# Customer Journey

**SUBJECT CODE: 21DMS015**

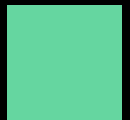
**FACULTY NAME: MRS. SMITA DIVEKAR**

**DIGITAL MARKETING STRATEGY**

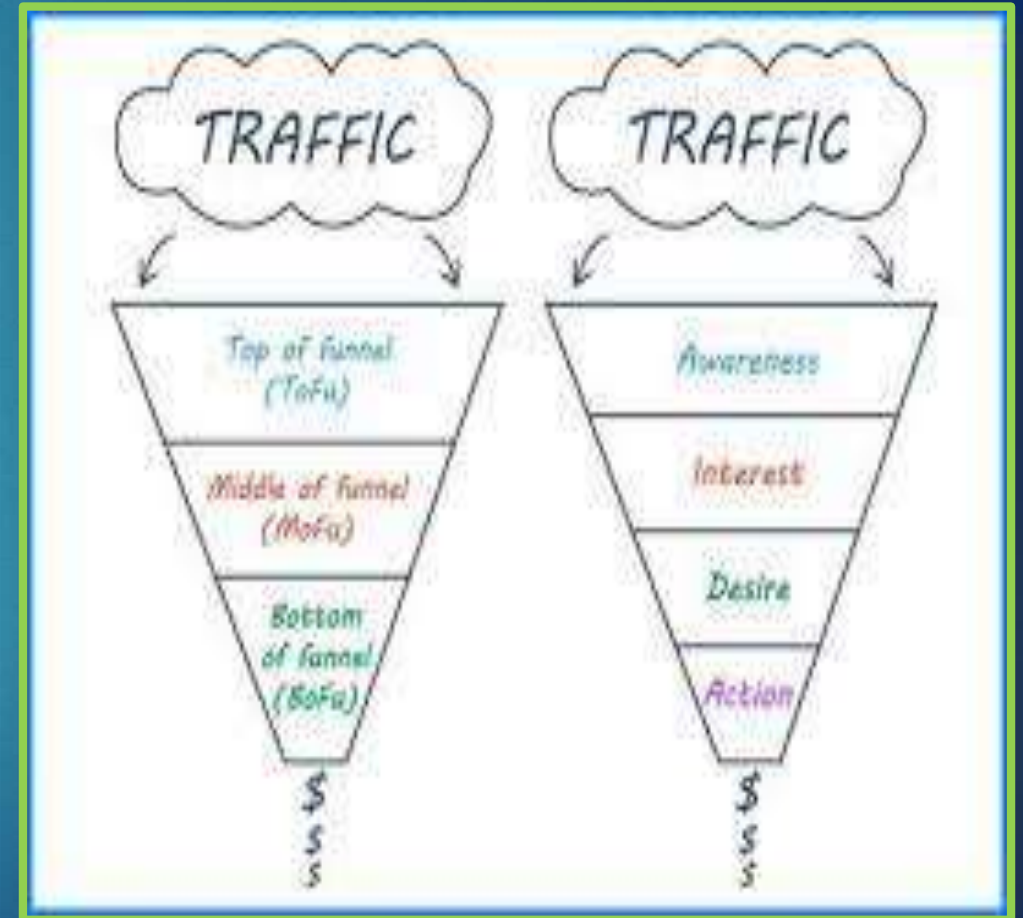
# Topic: 15.2.4 - How Google Analytics Marketing Funnels Work



Google Marketing Funnel



How Google Analytics Marketing Funnels Work



# Google Analytics Marketing Funnel

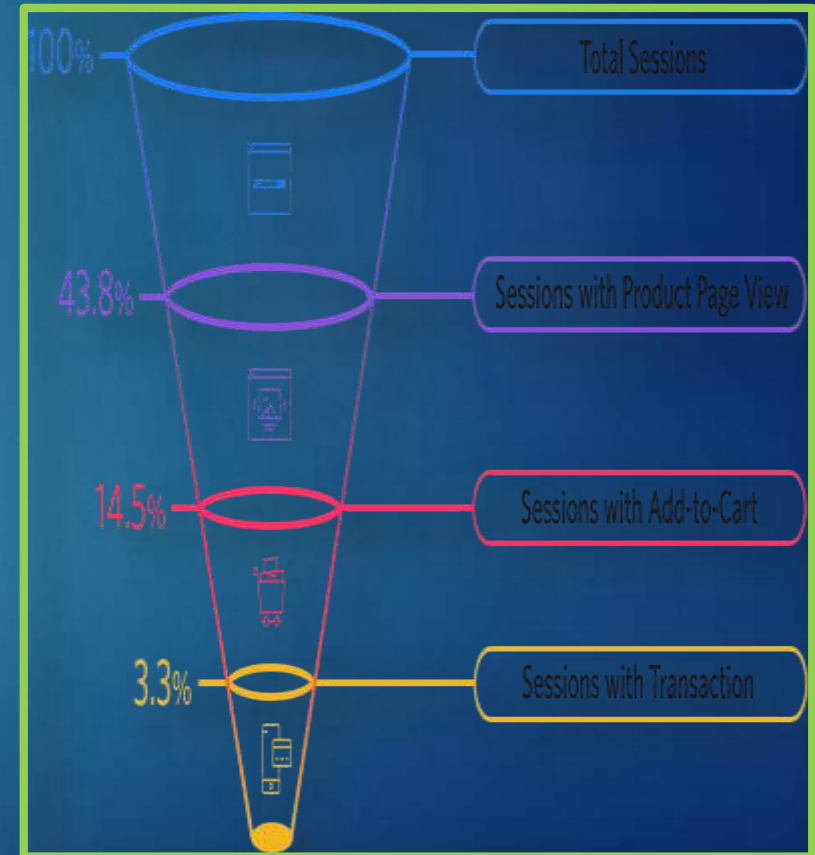


## Building Your Marketing Funnel with Google Analytics

Do you have an idea of the path a user typically takes to convert on your website? Or, are you simply building traffic from one channel (probably organic) and wondering why it's not converting better?

As You grow up as a marketer, You begun to really appreciate the insights that data can provide us on how users interact with our sites

More importantly, on how they convert and where the experience can be improved to increase our conversion rates, and thereby our top-line revenue from online channels.



# Google Analytics Marketing Funnel



## Building Your Marketing Funnel with Google Analytics

While it's one thing to be able to identify where conversion discrepancies exist, such as low-converting types of visitors, it's quite another to build a full and informed funnel from your site's data. In order to do this and have an accurate view of where your conversions are actually coming from, you need to first have the following in place:

1. Email URL tracking: Check out Annie Cushing's thoughts here in slides 11-14. (Actually, look at the whole deck.)
2. Social network tracking (tagging parameters and using a shortener to see clickthroughs by link).
3. Display tagging.
4. Referral links tagged (or at least be aware of HTTPS sites linking to you, like Medium).
5. Paid search campaigns tagged.
6. Tagging on affiliates (if applicable).



# Google Analytics Marketing Funnel



## Marketing Funnel Reference

The funnel is typically broken into three sections:

1. Top of funnel (TOFU)
2. Middle of funnel (MOFU)
3. Bottom of funnel (BOFU)



# Google Analytics Marketing Funnel



## Understanding attribution

The goal is going to walk you through how to identify the channels that are performing best for you in each of these areas. Once you know those, you know where to invest depending on your company's needs or priorities. Also, knowing the different areas to which you can contribute will help endear you to the people running those channels, which will help you avoid being siloed as "the SEO." Instead, you will start to be seen as part of the marketing team, which is what you are.

You may already know this, but Google Analytics offers multi-channel attribution tools within the "Conversions" section

<input checked="" type="checkbox"/>	Email	40.54%
<input checked="" type="checkbox"/>	Organic Search	29.83%
<input checked="" type="checkbox"/>	Referral	21.15%
<input checked="" type="checkbox"/>	Social Network	9.61%
<input type="checkbox"/>	Paid Search	0.92%
<input type="checkbox"/>	Display	0.09%
<input type="checkbox"/>	Other Advertising	0.01%

# Google Analytics Marketing Funnel



## Google Analytics – Conversion Section

In the "Assisted Conversions" section, you will see a number of columns. The ones to pay attention to are:

- ▶ Assisted Conversions.
- ▶ Last Click/Direct Conversions.

MCF Channel Grouping	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value
1. Direct	8,328 (11.17%)	\$1,371,494.58 (10.41%)	10,337 (15.00%)	\$1,721,388.62 (13.44%)
2. Referral	4,262 (10.28%)	\$913,349.35 (7.09%)	3,581 (11.13%)	\$678,698.02 (5.19%)
3. Organic Search	1,732 (11.17%)	\$266,489.23 (10.18%)	1,800 (11.48%)	\$156,131.96 (12.10%)
4. Paid Search	275 (1.71%)	\$22,643.28 (0.84%)	218 (1.11%)	\$15,372.70 (1.19%)
5. Social Network	130 (1.04%)	\$20,966.07 (1.59%)	64 (0.48%)	\$10,117.74 (0.79%)
6. Display	44 (0.31%)	\$8,272.63 (0.63%)	32 (0.20%)	\$8,761.17 (0.68%)
7. Other Advertising	22 (0.17%)	\$1,538.72 (0.12%)	22 (0.14%)	\$1,990.88 (0.15%)
8. Unset	4 (0.03%)	\$266.28 (0.02%)	12 (0.08%)	\$360.27 (0.03%)

# Google Analytics Marketing Funnel



## Google Analytics – Conversion Section

It's important to understand the difference between **assisted conversions** and **last click/direct conversions**. According to [Google's own Answer Bin](#), a channel gets credit for an assisted conversion for any touch that they bring to the site where the interaction was not the one that led directly to a conversion. Google says:

*This is the number (and monetary value) of sales and conversions the channel assisted. If a channel appears anywhere—except as the final interaction—on a conversion path, it is considered an assist for that conversion. The higher these numbers, the more important the assist role of the channel.*



# Google Analytics Marketing Funnel



## Identifying channels based on funnel level

We're going to use Google Analytics to identify the channels in the funnel.

**Top of Funnel** - The top of your marketing funnel is where the first interactions with your brand take place. This is typically attributed to search or organic, but is that really the case for your website?

First, let's identify the most common channels that people use to discover your site. To do this, go to Content > Site Content > Landing Pages. Set your secondary dimension to "Medium." You'll see something like this:

	Landing Page	Medium	Visits
Content			395
Overview			% of Total 100.00% (395)
Behavior Flow			
Site Content			
All Pages			
Content Drilldown			
Landing Pages			
Exit Pages			
Site Speed			
Site Search			
Events			
AdSense			
Experiments			
In-Page Analytics			
Conversions			
	1. /	referral	123
	2. /	(none)	113
	3. /	organic	46
	4. /	link	43
	5. /importance-customers/	referral	15
	6. /consultant-profile-creation-page/	email	10
	7. /become-a-trusted-consultant/	link	6
	8. /	ppc	4
	9. /	signature	4
	10. /content-marketing-consultants/	organic	4
	11. /next-step/	(none)	3
	12. /author/admin/	organic	2
	13. /consultant-profile-creation-page/	(none)	2

# Google Analytics Marketing Funnel



## Google Analytics – Conversion Section

On the other side, a last click or direct conversion is a touch on the site that led directly to a sale. These are your closer, aka bottom-of-funnel channels. Google says:

*This is the number (and monetary value) of sales and conversions the channel closed or completed. The final click or direct visit before a conversion gets Last Interaction credit for that conversion. The higher these numbers, the more important the channel's role in driving completion of sales and conversions.*

# Google Analytics Marketing Funnel



## Top of Funnel

Now, export this data to Excel (I've provided a spreadsheet at the end that you can plug this data into) and pivot it to see which mediums are driving your best traffic.

	A	B	C	D	E	F	G	H	I	J	K
1	First Dimension: Landing Pages										
2	Second Dimension: Medium										
3											
4	Landing P:	Medium	Visits	Pages / Vi	Avg. Visit	% New Vi	Bounce Rate				
5	/	referral	123	1.78	0:00:48	92.68%	58.54%				
6	/	(none)	113	1.81	0:00:52	77.88%	72.57%				
7	/	organic	46	2.22	0:00:53	86.96%	50.00%				
8	/	link	43	1.7	0:01:11	97.67%	55.81%				
9	/importan	referral	15	1.4	0:00:15	66.67%	80.00%	Row Labels - Count of Medium			
10	/consultar	email	10	5.5	0:03:04	80.00%	10.00%	(none) 8			
11	/become-	link	6	1	0:00:00	0.00%	100.00%	email 3			
12	/	ppc	4	3.75	0:07:31	0.00%	0.00%	link 4			
13	/	signature	4	1.5	0:00:07	75.00%	75.00%	organic 6			
14	/content-i	organic	4	1	0:00:00	50.00%	100.00%	ppc 6			
15	/last-step,	(none)	3	2	0:02:19	100.00%	66.67%	referral 3			
16	/author/a	organic	2	3	0:00:44	100.00%	50.00%	signature 1			
17	/consultar	(none)	2	8.5	0:04:58	100.00%	50.00%	Grand Total 31			
18	/last-step,	link	2	1	0:00:00	0.00%	100.00%				
19	/last-step,	ppc	2	1	0:00:00	0.00%	100.00%				
20	/?p=202&	ppc	1	3	0:03:47	0.00%	0.00%				
21	/?page_id	ppc	1	3	0:01:50	0.00%	0.00%				
22	/about/	organic	1	2	0:00:03	100.00%	0.00%				
23	/become-	(none)	1	7	0:07:39	100.00%	0.00%				
24	/become-	organic	1	1	0:00:00	100.00%	100.00%				
25	/contact/	(none)	1	2	0:00:21	100.00%	0.00%				
26	/content-i	(none)	1	1	0:00:00	100.00%	100.00%				
27	/content-i	email	1	3	0:00:18	0.00%	0.00%				
28	/hire-a-co	(none)	1	8	0:00:42	0.00%	0.00%				
29	/hire-a-co	link	1	1	0:00:00	0.00%	100.00%				
Analytics All Web Site Data Lan											

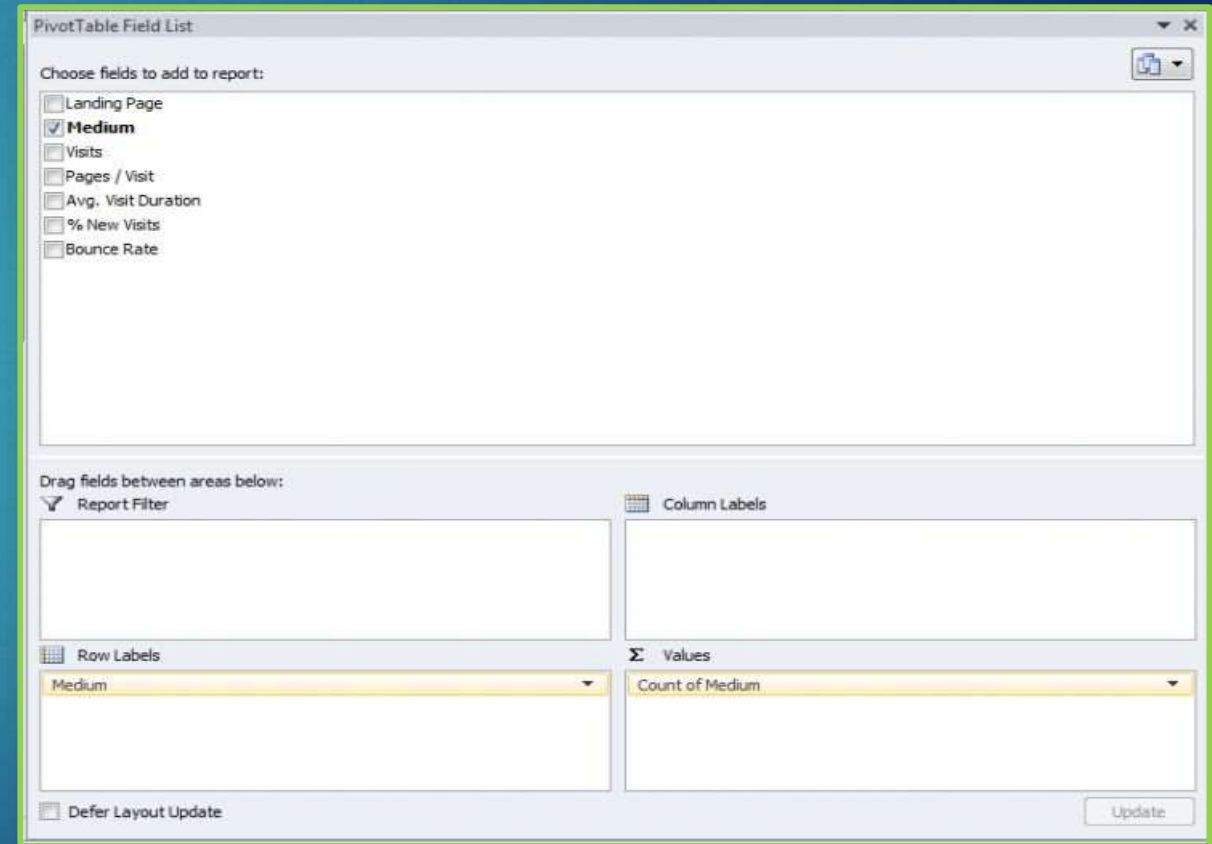
# Google Analytics Marketing Funnel



## Top of Funnel

Here's how that pivot table is set up

For the site shown in these screenshots it is indeed PPC and organic search. But just knowing the channel isn't enough, so let's take it a step further to see where the different channels are driving traffic.





# Google Analytics Marketing Funnel



## Top of Funnel

Here's how that pivot table is set up

You now know that referral is the primary driver of traffic and that the majority goes to the homepage. One specific referral, which I tagged with a Medium of "Link," sends the best traffic directly to conversion pages

Medium	Type of LP	Sum of Visits
email	Conversion	1
Internal Referral	Blog	1
Internal Referral	Contact	1
Internal Referral	Conversion	3
Internal Referral	Final conversion	3
link	Conversion	7
link	Final conversion	2
link	Home	43
organic	about	1
organic	Conversion	6
organic	Home	46
ppc	Final conversion	2
ppc	Home	4
referral	Blog	15
referral	Final conversion	1
referral	Home	236
signature	Home	4
Grand Total		376

PivotTable Field List

Choose fields to add to report:

- ☐ Landing Page
- ☒ Medium
- ☒ Visits
- ☐ Pages / Visit
- ☐ Avg. Visit Duration
- ☐ % New Visits
- ☐ Bounce Rate
- ☒ Type of LP

Drag fields between areas below:

Report Filter: ☒ Medium, ☒ Type of LP

Column Labels: (empty)

Row Labels: Medium, Type of LP

Values: Sum of Visits

☐ Defer Layout Update Update

# Google Analytics Marketing Funnel



## *Middle of Funnel*

The middle of your funnel is the area where people are moving from a first brand interaction to an initial sale, or if they have already made a purchase, towards another sale. What we're looking for in the data here is channels that are not necessarily our primary first- or last-touch drivers. Rather, these are the channels where the 2nd, 3rd, and 4th-time visitors come from in order to interact with your content again.

We can figure out the most popular and most effective middle-of-funnel channels a couple of different ways. The first, and by far the easiest, is by comparing different types of attribution to discover which channels get more credit based on first click, linear (where each channel gets equal credit), and last-click.

# Google Analytics Marketing Funnel



## *Middle of Funnel*

To find which channels are the most popular for your users to come back, we need to do some manipulation in Excel (my favorite tool) to clean out the first- and last-touch interactions in the Top Conversion Paths report.

What you want to do now is expand the number of rows in Analytics to account for as many of your paths as possible. For most sites the 5,000-row limit in Analytics will suffice. Download all of your conversion paths into Excel.

Secondary dimension		Conversions
Mcf Channel Grouping Path		
1.	Direct × 2	1,211
2.	Email × 2	817
3.	Organic Search → Direct	659
4.	Direct × 3	536
5.	Direct → Email	434
6.	Referral → Direct	419
7.	Email → Direct	382
8.	Email × 3	340
9.	Organic Search × 2	290
10.	Direct × 4	281

# Google Analytics Marketing Funnel



## *Middle of Funnel*

You'll have one column with the complete paths, followed by the following columns:

1. Conversions
2. Conversion Value

To wrangle the data into the format we need, I also added the following columns:

1. Steps in Conversion Path
2. First Touch
3. All Middle
4. Last Touch
5. \$/Conversion



# Google Analytics Marketing Funnel



## Middle of Funnel

If you're a visual person, this screenshot may help you out to see how the sheet is set up:

MCF Channel Grouping Path	Steps in Conversion Path	First Touch	All Middle	Last Touch	Conversions	Conversion Value	\$/Conversion
Direct > Direct	2	Direct	#VALUE!	Direct	1,211	\$76,793.00	\$63.41
Email > Email	2	Email	#VALUE!	Email	817	\$23,075.00	\$28.24
Organic Search > Direct	2	Organic Search	#VALUE!	Direct	659	\$57,313.50	\$86.97
Direct > Direct > Direct	3	Direct	Direct	Direct	536	\$28,662.10	\$53.47
Direct > Email	2	Direct	#VALUE!	Email	434	\$9,449.00	\$21.77
Referral > Direct	2	Referral	#VALUE!	Direct	419	\$38,174.00	\$91.11
Email > Direct	2	Email	#VALUE!	Direct	382	\$21,080.80	\$55.19
Email > Email > Email	3	Email	Email	Email	340	\$9,516.00	\$27.99
Organic Search > Organic Search	2	Organic Search	#VALUE!	Organic Search	290	\$43,503.00	\$150.01
Direct > Direct > Direct > Direct	4	Direct	Direct > Direct	Direct	281	\$9,491.00	\$33.78
Organic Search > Direct > Direct	3	Organic Search	Direct	Direct	222	\$15,364.00	\$69.21
Organic Search > Email	2	Organic Search	#VALUE!	Email	202	\$5,310.50	\$26.29
Direct > Direct > Direct > Direct > Direct	5	Direct	Direct > Direct > Direct	Direct	185	\$12,830.00	\$69.35
Email > (unavailable)	2	Email	#VALUE!	(unavailable)	166	\$1,590.00	\$9.58
Referral > Referral	2	Referral	#VALUE!	Referral	164	\$14,117.00	\$86.08
Referral > Direct > Direct	3	Referral	Direct	Direct	154	\$5,198.00	\$33.75
Email > Email > Email > Email	4	Email	Email > Email	Email	152	\$5,424.00	\$35.68
Referral > Email	2	Referral	#VALUE!	Email	141	\$1,150.00	\$8.16
Social Network > Direct	2	Social Network	#VALUE!	Direct	138	\$5,613.00	\$40.67
Email > Direct > Email	3	Email	Direc	Email	126	\$3,590.00	\$28.49
Email > Direct > Direct	3	Email	Direct	Direct	121	\$8,094.00	\$66.89
Organic Search > Organic Search > Direct	3	Organic Search	Organi	Direct	121	\$14,861.00	\$122.82
Direct > Organic Search	2	Direct	#VALUE!	Organic Search	116	\$10,446.50	\$90.06
Direct > Direct > Email	3	Direct	Direc	Email	104	\$3,866.00	\$37.17
Referral > Organic Search	2	Referral	#VALUE!	Organic Search	98	\$8,897.00	\$90.79
Organic Search > Direct > Direct > Direct	4	Organic Search	Direct > Direct	Direct	92	\$10,402.00	\$113.07
Email > Email > Email > Email > Email	5	Email	Email > Email > Email	Email	91	\$560.00	\$6.15
Direct > Direct > Direct > Direct > Direct > Direct	6	Direct	Direct > Direct > Direc	Direct	90	\$5,375.00	\$59.72

# Google Analytics Marketing Funnel



## *Middle of Funnel*

Here's the setup for that pivot table:

PivotTable Field List

Choose fields to add to report:

- ☐ MCF Channel Grouping Path
- ☐ Steps in Conversion Path
- ☐ First Touch
- ☐ All after 1st Touch, including final
- ☒ **All Middle**
- ☐ Location of last >
- ☐ Last Touch
- ☐ Conversions
- ☐ Conversion Value
- ☒ **\$\$/Conversion**

Drag fields between areas below:

☒ Report Filter

☒ Row Labels

All Middle

☐ Column Labels

☒ Values

Average of \$\$/Conversion

☐ Defer Layout Update

Update

# Google Analytics Marketing Funnel



## *Bottom of Funnel*

- The bottom of the funnel is the last touch that occurs before someone buys. These channels are incredibly important to know about because you can then build your strategy around how to get people into those channels and convert them later.
- This one is easy to find. It doesn't take tricky Excel functions. It doesn't involve crazy data analysis.
- Assuming you have Analytics set up correctly, you can find this data in Conversion > Attribution > Model Comparison Tool.

# Google Analytics Marketing Funnel



## Applying the data

Based off the data, I now see that for Distilled, the sections of our funnel look this way:

### 1. Top

- I. Direct
- II. Organic Search
- III. Social

### 2. Middle

- I. Organic to Organic

### I. Direct to Email

### II. Direct to Organic

### 3. Bottom

### I. Email

### II. Organic

### III. Direct

Now we can build out a marketing plan depending on our needs.



# Google Analytics Marketing Funnel



## Bottom of Funnel

Last Interaction		vs	Select model
Primary Dimension: MCF Channel Grouping		Source / Medium	Source Medium Other Channel Groupings
Secondary dimension			
MCF Channel Grouping		Spend (for selected time range)	Last Interaction Conversions
1.	Direct	—	14,435.00
2.	Email	—	9,679.00
3.	Organic Search	—	4,063.00
4.	Referral	—	3,320.00
5.	(not set)	—	1,417.00
6.	Social Network	—	1,031.00
7.	Paid Search	—	208.00
8.	Display	—	21.00

# Google Analytics Marketing Funnel



## How to Set up Goal Funnel Visualisation in Google Analytics

Goals play an important role in measuring the effectiveness of visitor interactions on a website. Sitecore's Engagement Value Points (EVP) allows users to assign EVP to goals created in the Marketing Control Panel. Values are then assigned based on the goal's importance to the digital strategy. In Google Analytics Goals can also be created. Their conversion route can be visualised in Goal funnels.

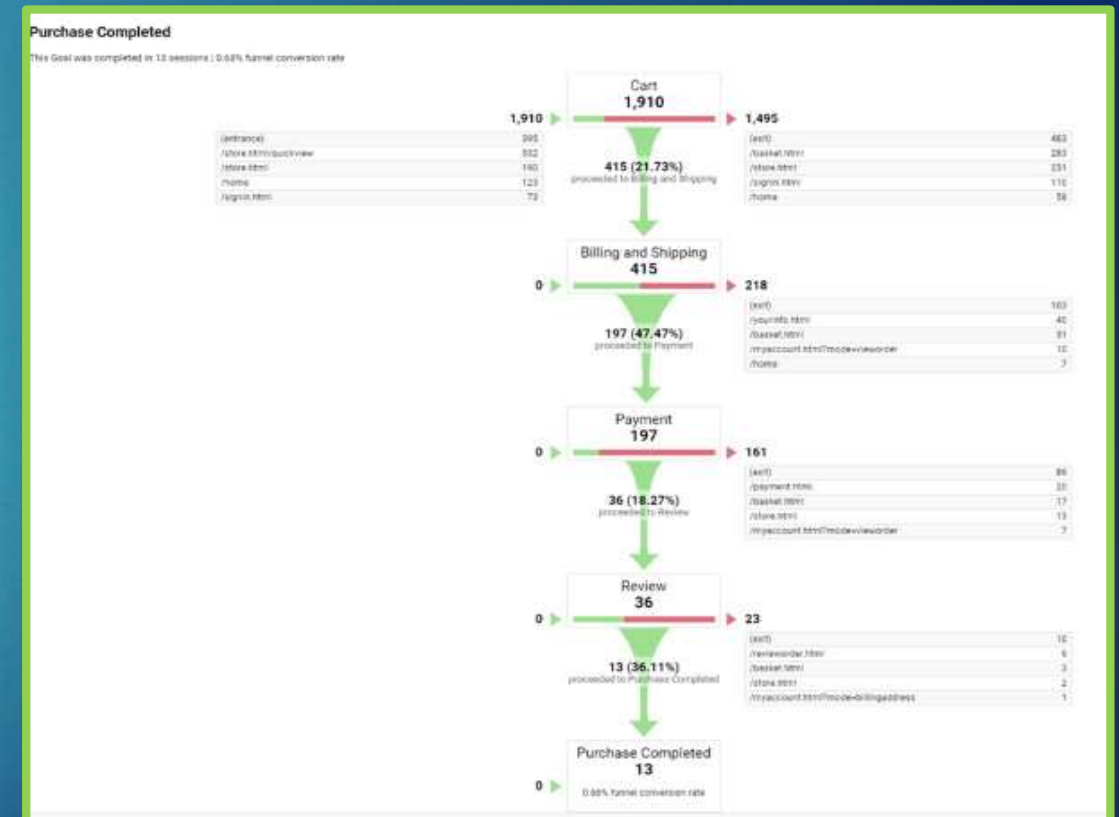
After you've optimised your Sitecore website with Google Analytics, think about your digital goals. With goals enabled you can see measure performance metrics such as **Total Goal Completions** or the number of time that goal was executed, the Goal Value or a cost that can be associated per action, Total Goal Conversion rate or the rate at which users/sessions are being converted and the source/medium through which users came to the site and triggered the goals.

# Google Analytics Marketing Funnel



## What is Goal Funnel Visualisation?

Goal Funnel Visualisation is an advanced feature within the Goals setting that allows businesses/users to visually analyse the journey towards a conversion or goal.



## Benefits of enabling Goal Funnel Visualisation

The main benefits of this report are that it gives insights into the user experience or other elemental issues that a particular page in the conversion stage may be facing. For example, bad copy, bad design, confusing component placement and more. It gives us enough evidence to dig deeper into each stage and make the necessary changes.

This is also the first step in improving the overall conversion rate of a website, page or product. Optimising the conversion funnel can help uncover issues on a much bigger level such as identifying category issues, overall sight usability issues and the general visitor experience throughout the website.



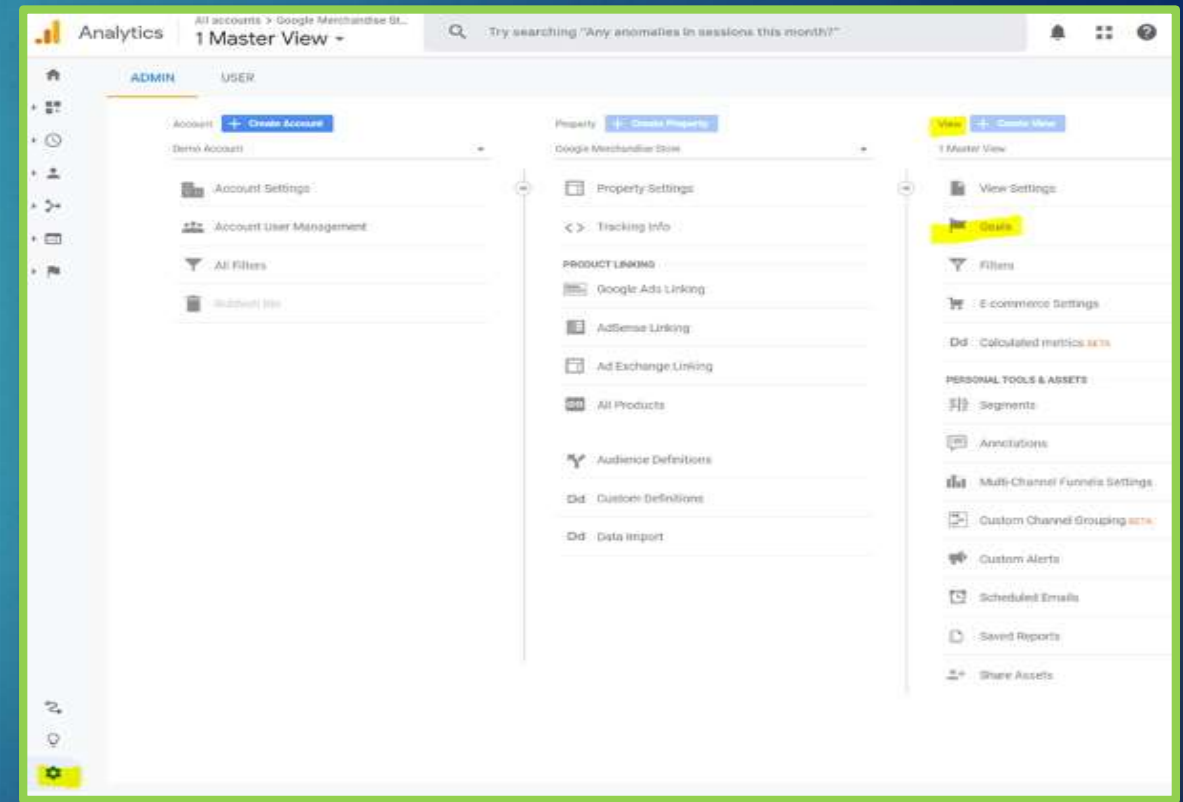
# Google Analytics Marketing Funnel



## Setting up Goal Funnel Visualisation in Google Analytics

### *Step 1: Create a goal*

To create a Goal Funnel Visualisation in Google Analytics, we start by first creating a simple goal and then adding a layer of advanced features which is the steps and the visualisation. This is done by clicking **Admin** or the **Gear** icon to the bottom left of the Google Analytics dashboard and clicking on the **View** section to the right of the dashboard.



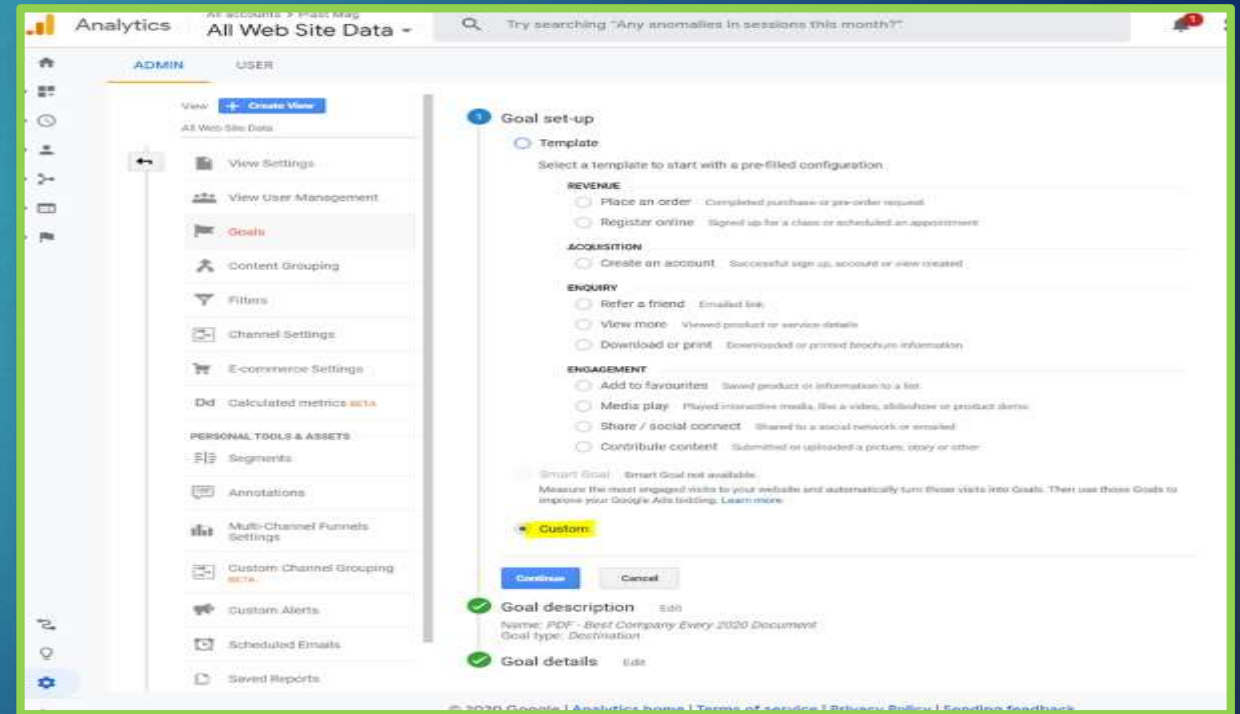
# Google Analytics Marketing Funnel



## Setting up Goal Funnel Visualisation in Google Analytics

### Step 2: Configure the goal

Click the red **New Goal** button and choose **Custom** under the **Goal set-up** drop down list and click **Continue**.



# Google Analytics Marketing Funnel

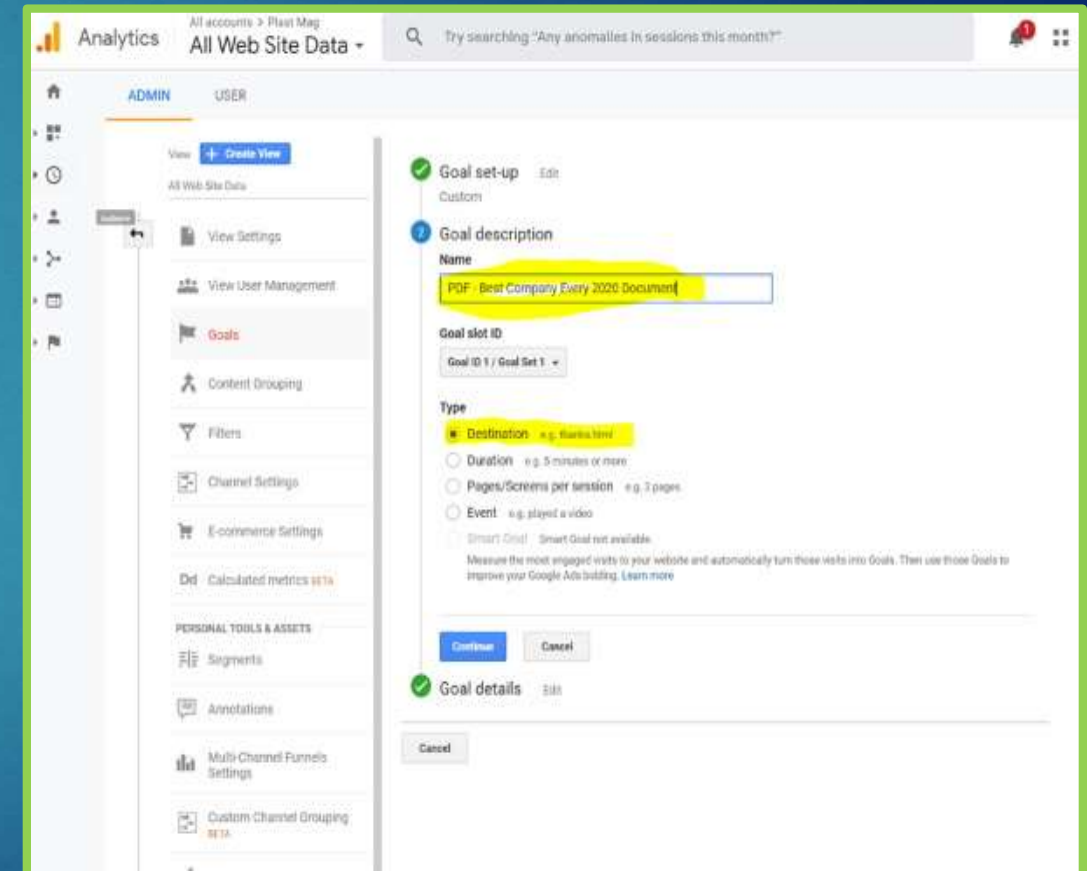


## Setting up Goal Funnel Visualisation in Google Analytics

### Step 3: Goal description

Give the goal a **Name**. It's important to follow a naming convention throughout your GA set-up. For example: *PDF-Best company ever 2020* document. Make sure to leave the **Goal ID/ Goal Set** to whatever Google has chosen for you. Changing this may replace other goals that are present on the website.

Choose the **Type** of goal you want it to be. Everything set up to this point, is a way that you'd normally set up a Goal in Google Analytics. But if you want to set up a visualisation and add steps, this is possible only on the **Destination** goal type. Choose Destination and click **Continue**.



# Google Analytics Marketing Funnel



## Setting up Goal Funnel Visualisation in Google Analytics

### Step 4: Goal details

Specify the destination page (the page where the actual conversion takes place). There are three ways of specifying this:

1. **Equal to:** The exact page the goal is set up, or a thank you page. For example: /thank-you.
2. **Begins with:** A page that begins with a certain URL or screen name. For example: /blog.
3. **Regular expression:** This option is slightly more complicated than the rest. We suggest learning what regular expressions are and how they work before choosing this option.

The screenshot shows the 'Goal details' configuration in Google Analytics. The 'Destination' is set to '/thank-you.html'. The 'Funnel' is set to 'ON'. The funnel steps are defined as follows:

Step	Named	Screen/Page	Required?
1	Homepage	/	NO
2	Services	/services/	NO
3	Contact Us	/services/contact-us	NO



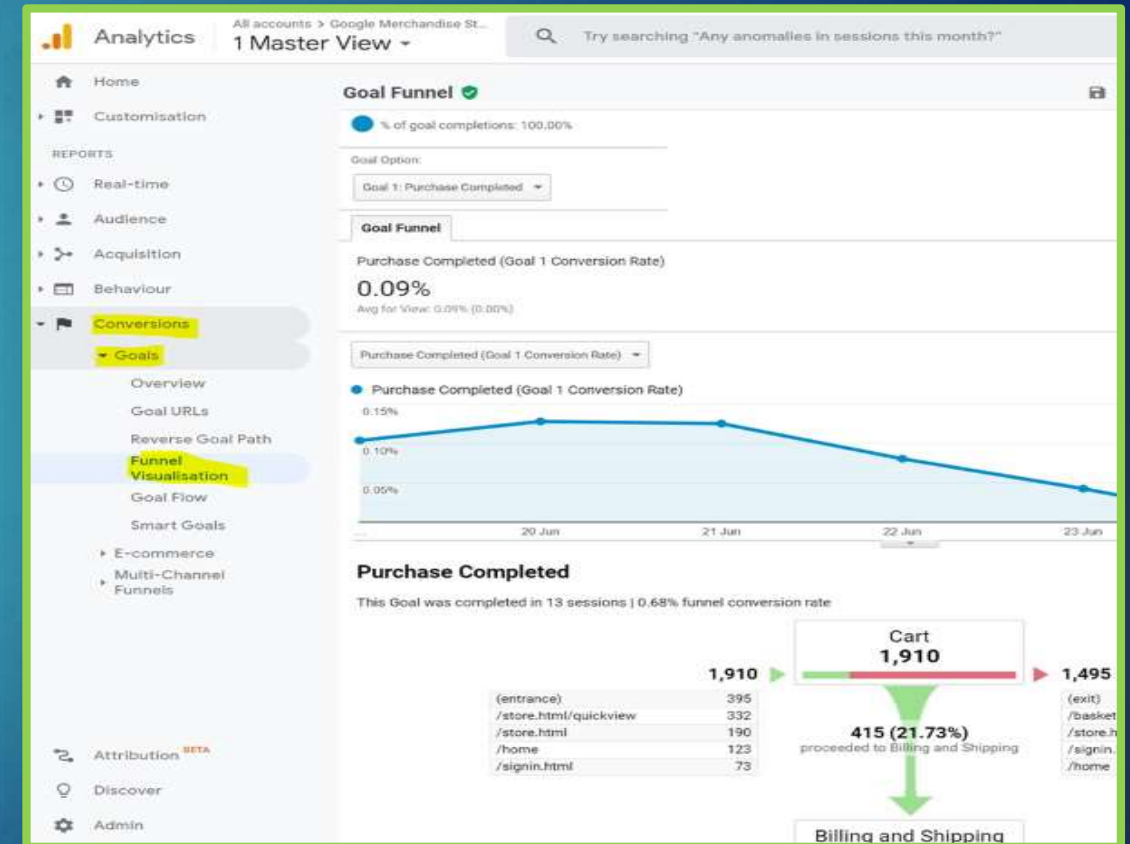
# Google Analytics Marketing Funnel



## Setting up Goal Funnel Visualisation in Google Analytics

### 6. The 'Required' button

1. Selecting the **Required** button ensures that only users who start from the top of the steps all the way to the last step are considered. If you specifically want users to take only this journey then check the **Required** button, it if not leave it unchecked.
2. You have successfully created a Goal with a Funnel Visualisation. This report can be found under: **Conversions > Goals > Funnel Visualisation**.





## Conclusion

If we are trying to convert more people to D, through that goal I know that Organic converts best for us on the last touch.

In marketing, goal funnels (or conversion funnels) are simply a **sequence of action steps that your leads must go through in order to “convert”** (e.g. buy one of your products). On Google Analytics, each step of a goal funnel represents a step on your website that must be completed to achieve a Google Analytics Goal.

Thank You!

