

OPTIMIZING MOBILE CONTENT

FOR

Google Analytics

Mobile-First Thinking

Wherever the consumer goes, their phone goes with them.

With a mobile-first marketing strategy, it's now possible to publish & track interactive content across every consumer touch point. With proper Google Analytics integration, it's easy to measure activity, and to directly attribute that activity to marketing spend.

This guide offers a step-by-step process for measuring performance across marketing touch points, collecting actionable insights in the process.

Contents

1. Mapping the Consumer Journey
2. Google's Unique Taxonomy
3. Defining UTM Parameters:
 - Campaign Source
 - Campaign Medium
 - Campaign Term
 - Campaign Content
 - Campaign Name
4. Audience & Attribution

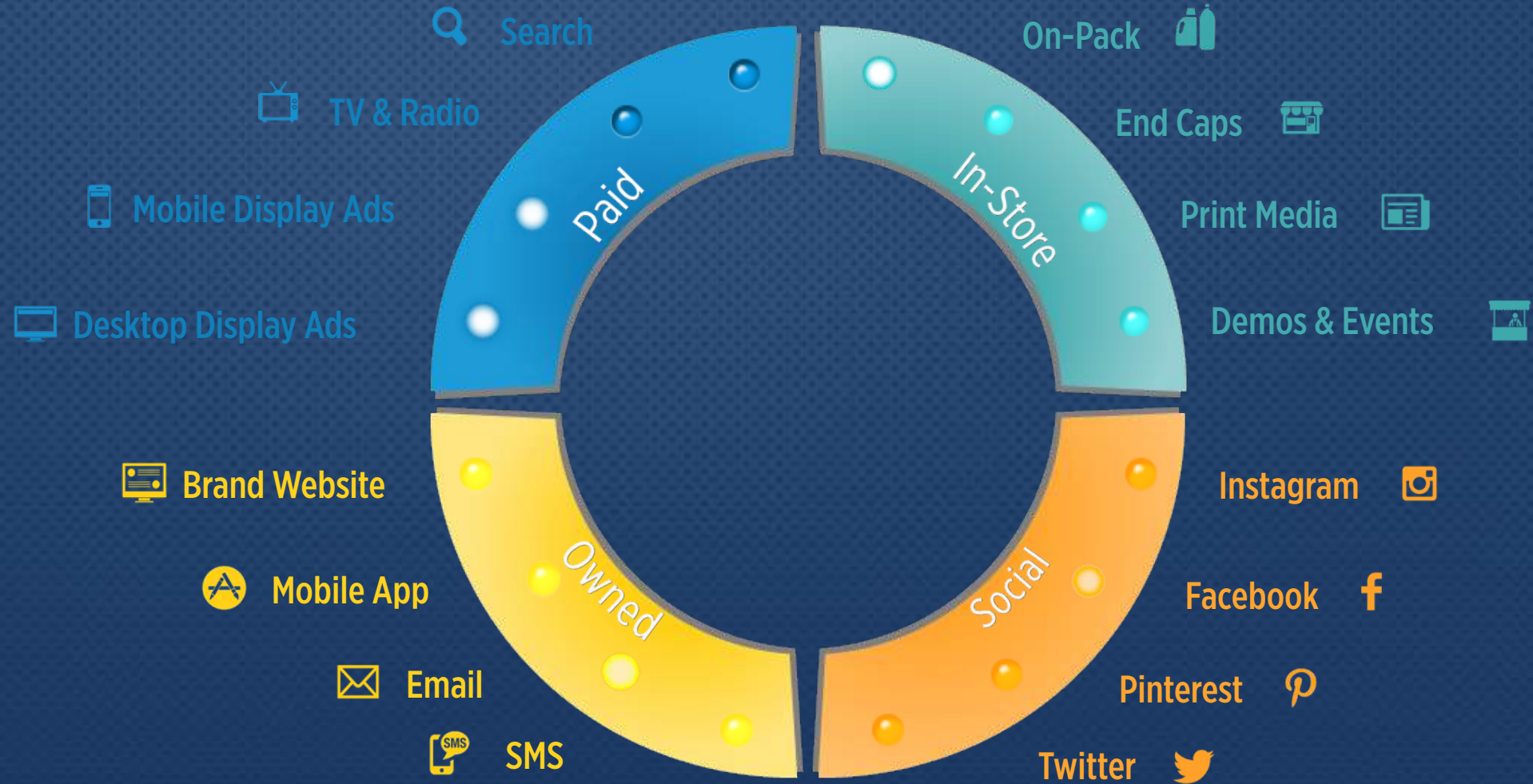
1. Mapping the Consumer Journey



QUESTIONS:

How do you categorize the consumer journey?

How do you accurately attribute performance across all marketing touch points?



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How do you accurately attribute performance across all marketing touch points?

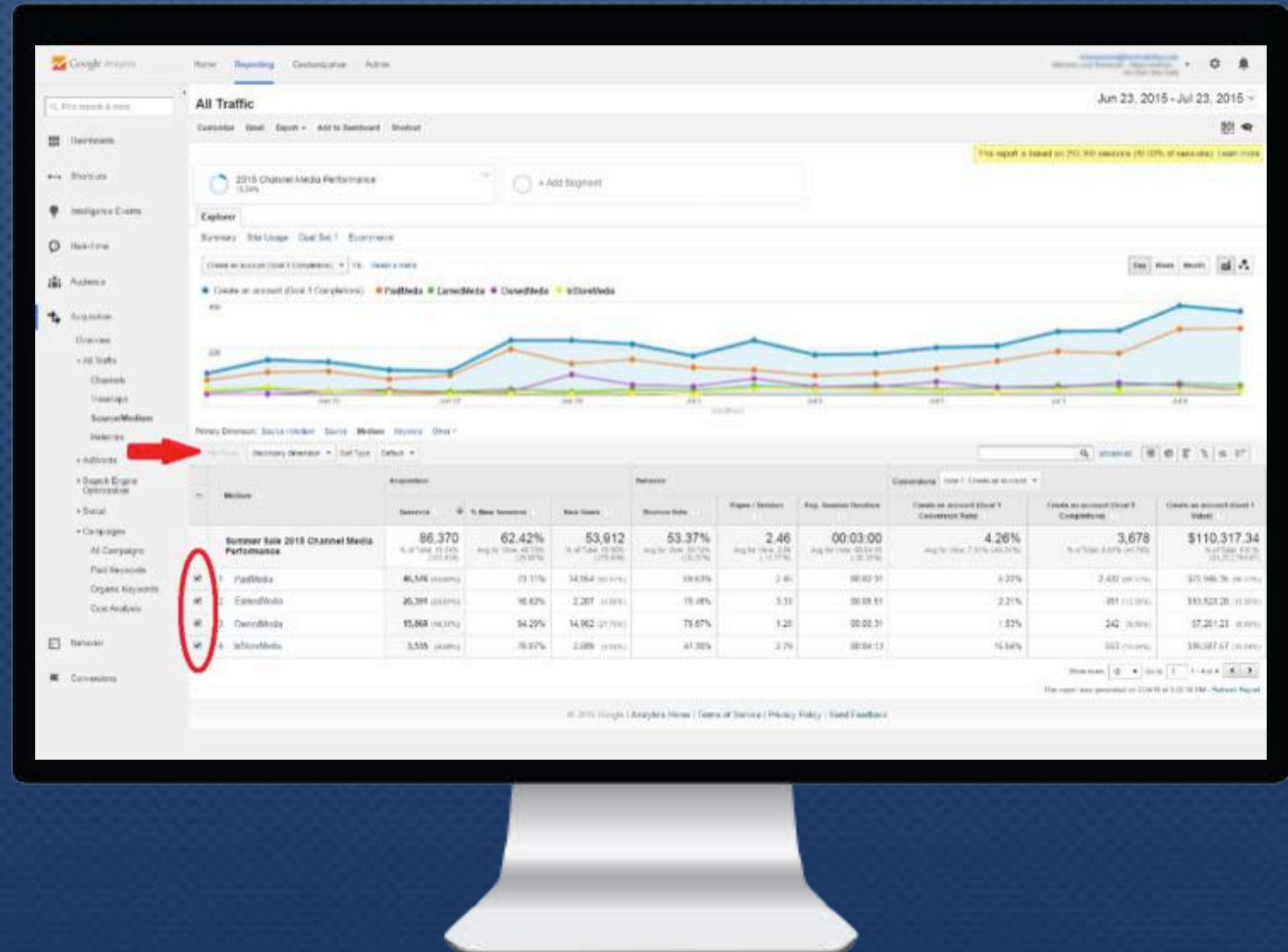


Answer:

Create and track custom URLs using UTM Strings.



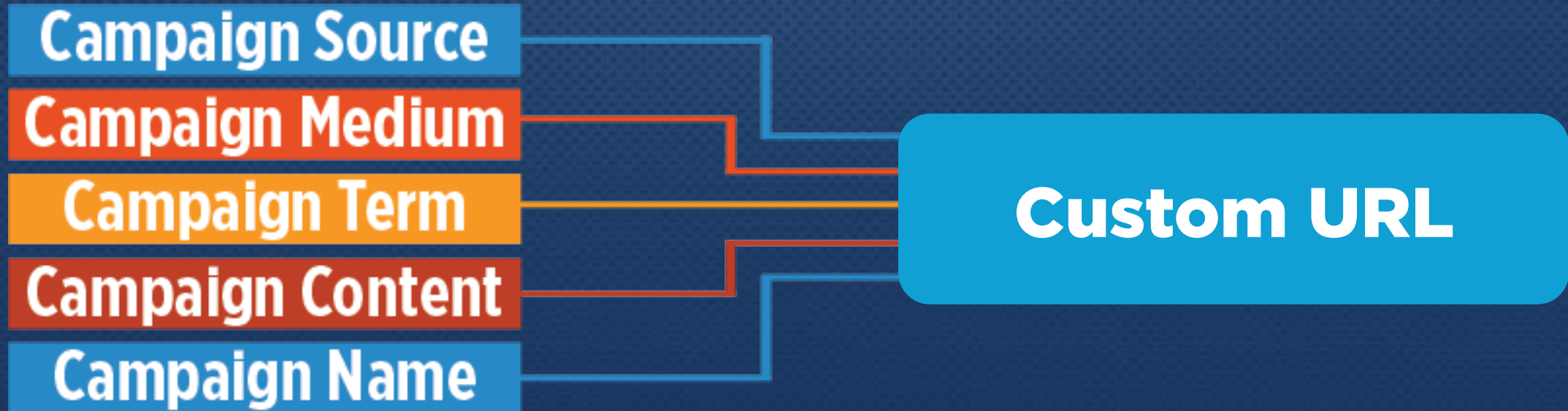
Google Analytics



What are UTM Strings?

UTM is short for “Urchin Tracking Module” (Google acquired a company called Urchin in 2005). UTM strings refer to custom URLs that contain a “string” of information to identify the

specific source from which web traffic originates. Though UTM parameters were intended to form the backbone of Google Analytics, many marketers use them incorrectly.



2. Google's Unique Taxonomy



Google Analytics employs a standard hierarchy for the UTM parameters you'll need for proper attribution.

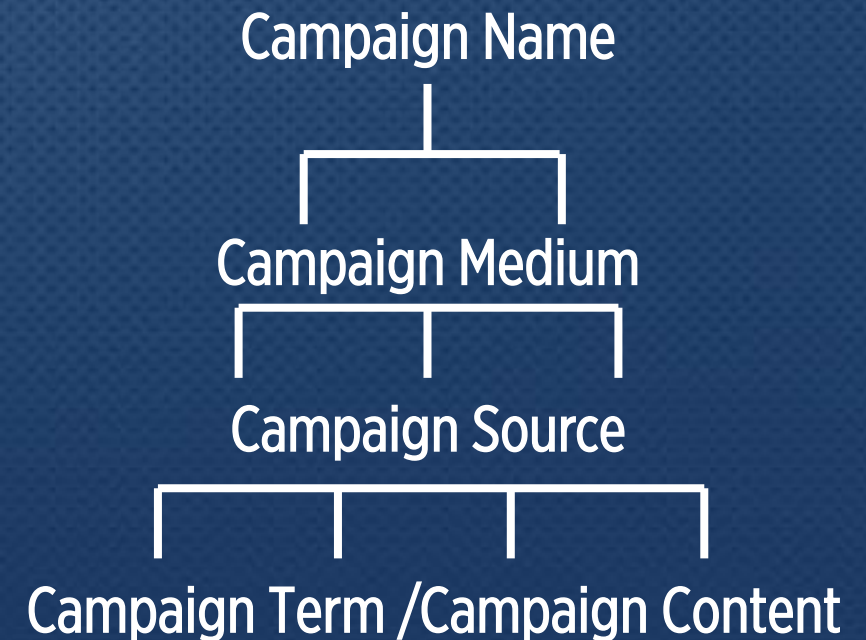
Unfortunately, Google presents this hierarchy completely out of order from a marketing perspective, making the process pretty confusing if you don't know what you're looking at.

Here's a quick reference to illustrate the contrast between how Google's parameters are ordered vs. how they relate to your actual campaign:

How Google organizes your URL:

1. Campaign Source
2. Campaign Medium
3. Campaign Term
4. Campaign Content
5. Campaign Name

Your Actual Campaign Hierarchy:



Google Analytics uses different terms than Google's UTM Creator:

Lost in Translation

Another common point of confusion arises because of the fact that Google's UTM terminology doesn't exactly match up to the terms used by Google Analytics – even though they refer to exactly the same parameter.

The two most confusing pieces of the string are the “Campaign Term” – renamed “Keyword” in Google Analytics, and “Campaign Content” – renamed “Ad Content” in Google Analytics

UTM Terminology

1. Campaign Source
2. Campaign Medium
3. Campaign Term
4. Campaign Content
5. Campaign Name

GA Terminology

1. Source
2. Medium
3. Keyword
4. Ad Content
5. Campaign

3. Defining UTM Parameters



Creating a Custom URL

Campaign Source

The point of interaction. (e.g. if Social Media is your Campaign Medium, the Campaign Source would be Facebook, Twitter, etc.)

Campaign Medium

Refers to the context in which the consumer interacts with the content (e.g. Paid Media, Earned, Owned, or In-Store).

Campaign Term

Identifies AdWords, CTAs, or offers (e.g. Shoes, Pants, 15% off, etc.).

Campaign Content

Define the different creative units promoting the campaign (e.g. ad size, color, messaging, etc.).

Campaign Name

Encompasses the entire campaign (e.g. Spring Sale, December Product Release, etc.)

The screenshot displays the FunMobility platform's URL builder interface. The top navigation bar includes the FunMobility logo, a user dropdown (Chiquita), and links for Mobile Ads, Pages, Reports, and Help. The main content area is titled 'Landing Page URL' and contains a 'Generate URL' section. This section has two tabs: 'Short URL' and 'Custom URL'. The 'Custom URL' tab is active, showing a form with the following fields: Campaign Source (facebook), Campaign Medium (social), Campaign Term (cooking), Campaign Content (banner1), and Campaign Name (Chiquita_Cooking_Lab). There is a 'Shorten' checkbox and a 'Generate' button. Below the form, a text box shows the generated URL: 'http://mo-pro.co/xQFron', with a 'Copy' button. The 'URL Expiration' section has radio buttons for 'Never' and 'Expire'. The 'Activation Date' is set to '11/21/2014 09:21 AM' and the 'Deactivation Date' is '12/31/2015 11:59 PM'. To the right of the form is a preview of a mobile ad for 'cooking lab RECIPE CONTEST WEEKLY WINNERS'. The ad shows 'Week 1' winner Jannine F. with a photo and 'Tropical Delight Dessert Nachos', and 'Week 2' winner Timothy B. with a photo. A 'refresh' link is at the bottom of the preview. A green 'I'm Done' button is at the bottom right of the interface.

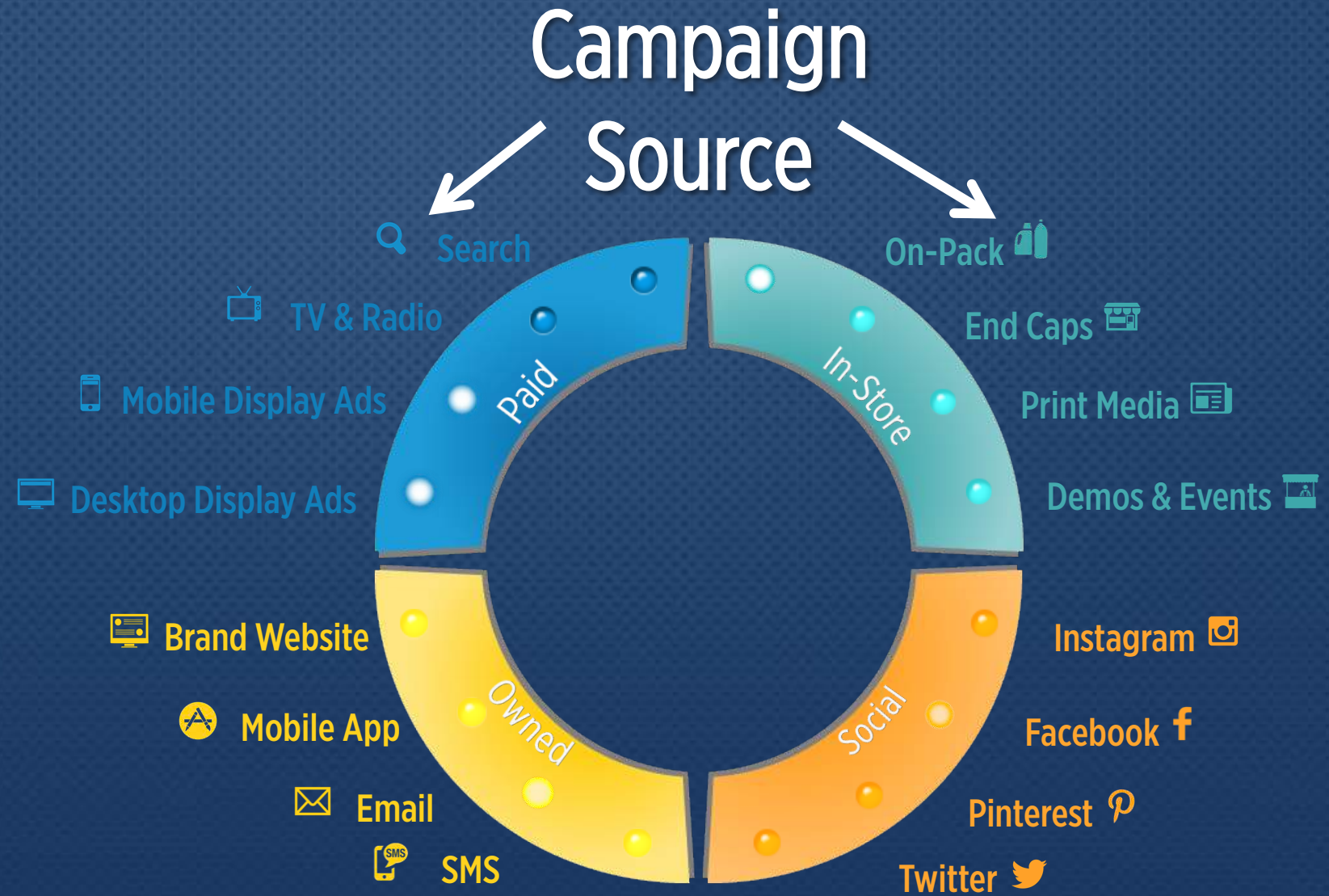
The FunMobility Platform features a built-in URL builder

Campaign Source

The UTM Parameter for Campaign Source refers to the specific point of audience engagement.

Examples:

- Paid_Search
- Email
- Twitter
- Demo_Station



Campaign Medium

The UTM Parameter for Campaign Medium refers to the broad overall context in which the consumer interacts with the content.

Examples:

- Paid_Media
- In-Store_Media
- Owned_Media
- Social_Media



Campaign Term

Primarily used for paid search, the UTM Parameter for Campaign Term identifies AdWords & keywords associated with the campaign.

Examples:

- Designer_Shoes
- 20_percent_off
- Guitars_New_York

fun_recipes



Campaign Content

The UTM Parameter for Campaign Content distinguishes between different creative & Calls To Action, allowing A/B Testing of messaging & placement.

Examples:

- 300_Win_4000
- 728_Enter_Now



728_win_up_to_4000



300_win_up_to_4000



300_win_4000

Campaign Name

The UTM parameter for Campaign Name should encompass the entire campaign.

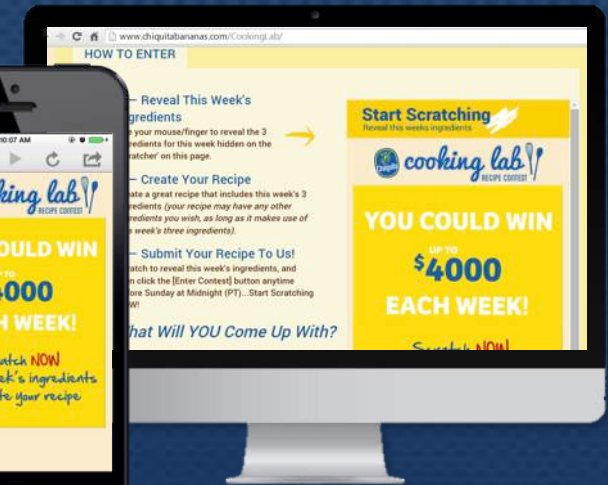
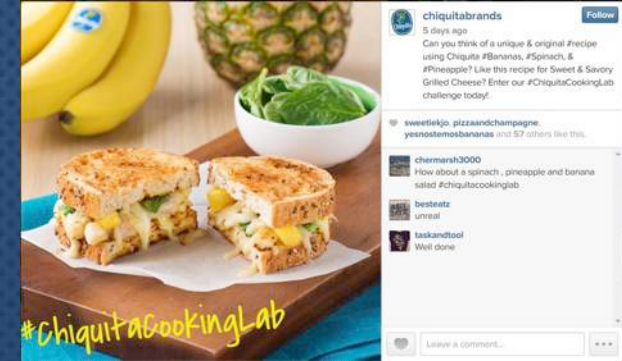
Example:

- Spring_Sale_2015

cooking_lab_recipe_contest_q3_2014



Web Display Ads



Best Practices

cooking_lab_recipe_contest_q3_2014



No spaces: use underscores to ensure links remain functional when pasted

~~300x250_win_up_to_4000~~

No ad sizes: Ad blockers identify standard ad sizes in the text, so avoid obvious markers like “300x250”

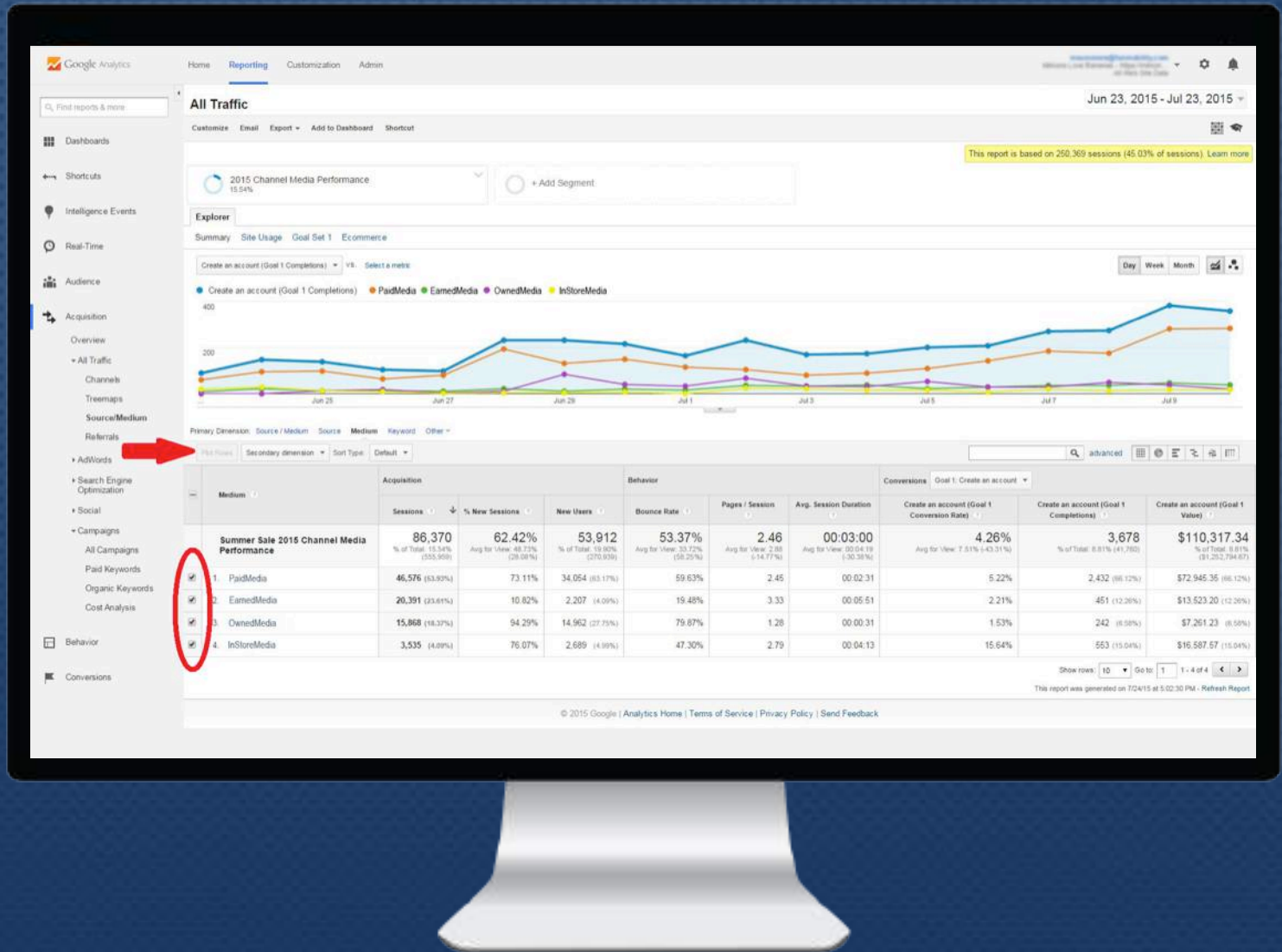
4. Audience & Attribution



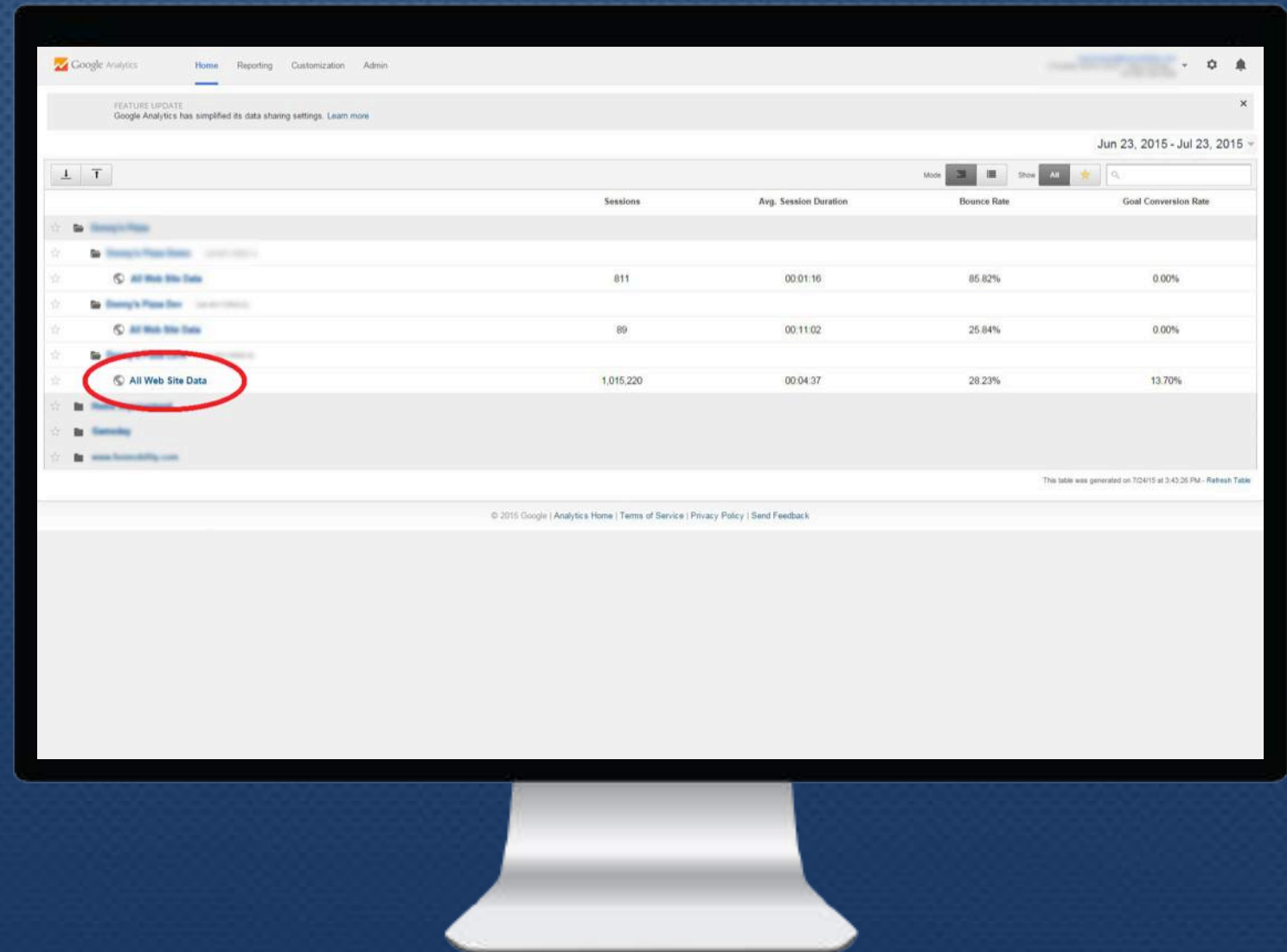
Once the UTM parameters have been implemented, and you have generated a custom URL for each touch point connected to your landing pages, your Google Analytics account will automatically attribute each interaction to the appropriate Medium, Source, Term, Content, and Name.

By tracking this data in Google Analytics, it's easy to gauge which touch points are generating the most conversions & activity across different audience demographics & geography.

These insights can inform future messaging and re-allocation of marketing spend.



In Google Analytics,
Click on “All Web Site
Data” for the website
you want to look at



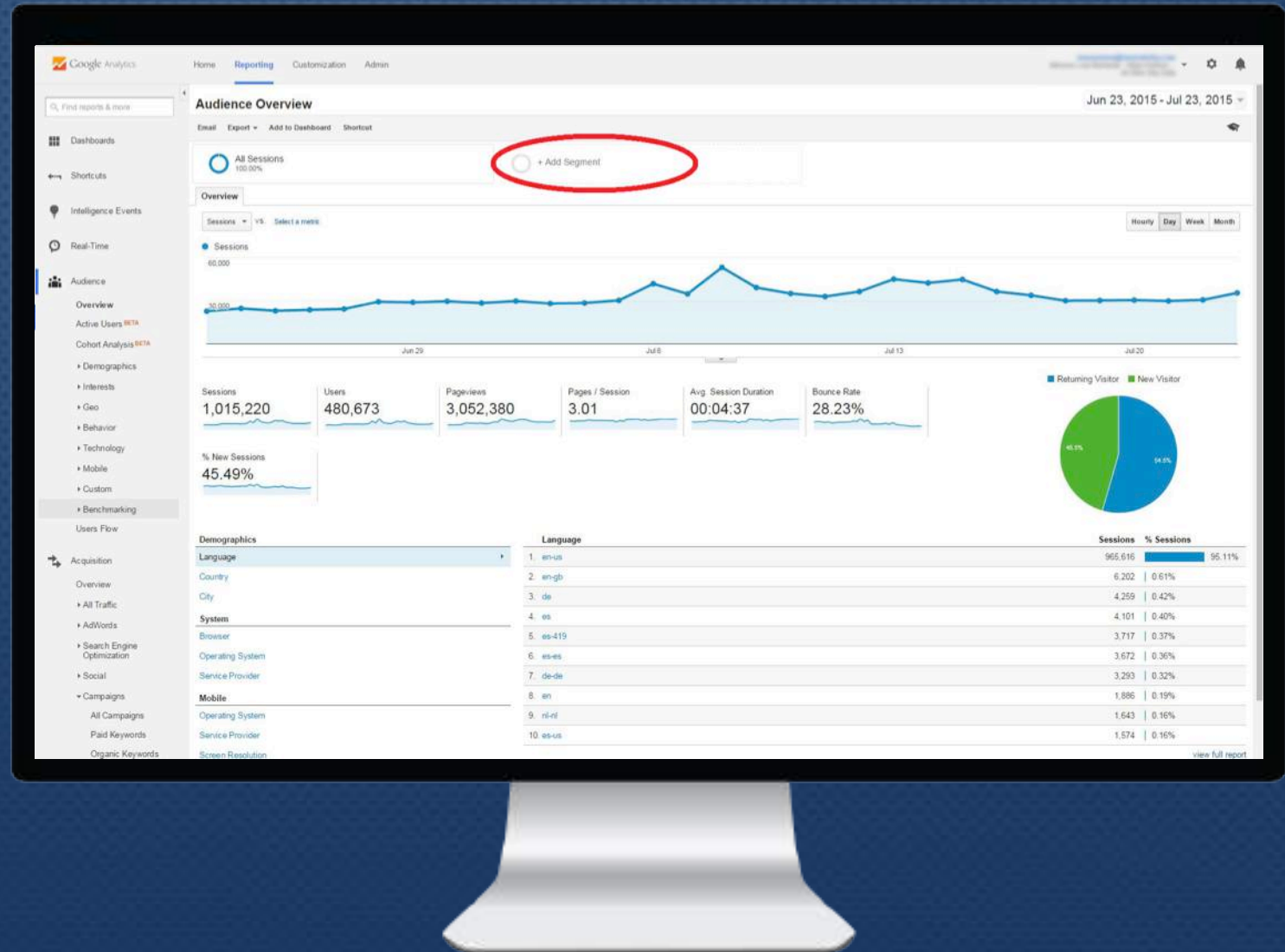
FEATURE UPDATE
Google Analytics has simplified its data sharing settings. [Learn more](#)

Jun 23, 2015 - Jul 23, 2015

	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
☆ Shopping Place Data				
☆ Shopping Place Data <small>1,015,220</small>				
☆ All Web Site Data	811	00:01:16	85.82%	0.00%
☆ Shopping's Place Data <small>1,015,220</small>				
☆ All Web Site Data	89	00:11:02	25.84%	0.00%
☆ Shopping's Place Data <small>1,015,220</small>				
☆ All Web Site Data	1,015,220	00:04:37	28.23%	13.70%
☆ Shopping's Place Data				
☆ Shopping's Place Data				
☆ www.buzzability.com				

This table was generated on 7/24/15 at 3:43:26 PM - [Refresh Table](#)

Select “Add Segment”



Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users BETA

Cohort Analysis BETA

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

Acquisition

Overview

All Traffic

AdWords

Search Engine Optimization

Social

Campaigns

All Campaigns

Paid Keywords

Audience Overview

Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

60,000



Sessions

1,015,220

Users

480,673

Pageviews

3,052,380

Pages / Session

3.01

Avg. Session Duration

00:04:37

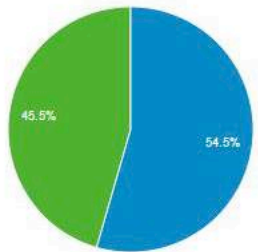
Bounce Rate

28.23%

% New Sessions

45.49%

Returning Visitor New Visitor



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

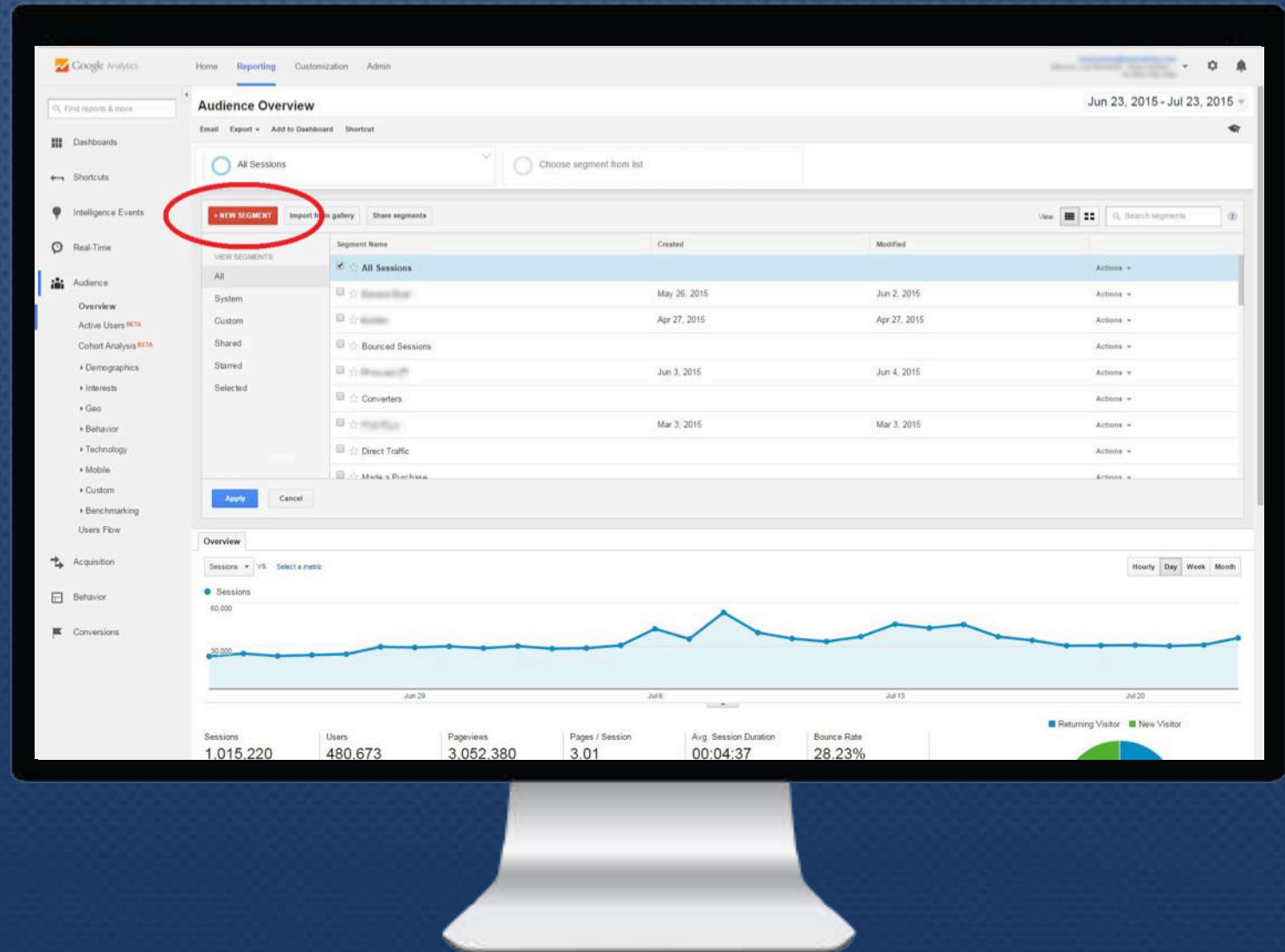
Operating System

Service Provider

Language

	Sessions	% Sessions
1. en-us	965,616	95.11%
2. en-gb	6,202	0.61%
3. de	4,259	0.42%
4. es	4,101	0.40%
5. es-419	3,717	0.37%
6. es-es	3,672	0.36%
7. de-de	3,293	0.32%
8. en	1,886	0.19%
9. nl-nl	1,643	0.16%
10. es-us	1,574	0.16%

Select “New Segment”



Dashboards

EmailExportAdd to DashboardShortcut

Shortcuts

All SessionsChoose segment from list

Intelligence Events

+ NEW SEGMENTImport from galleryShare segments

ViewSearch segments

Real-Time

Audience

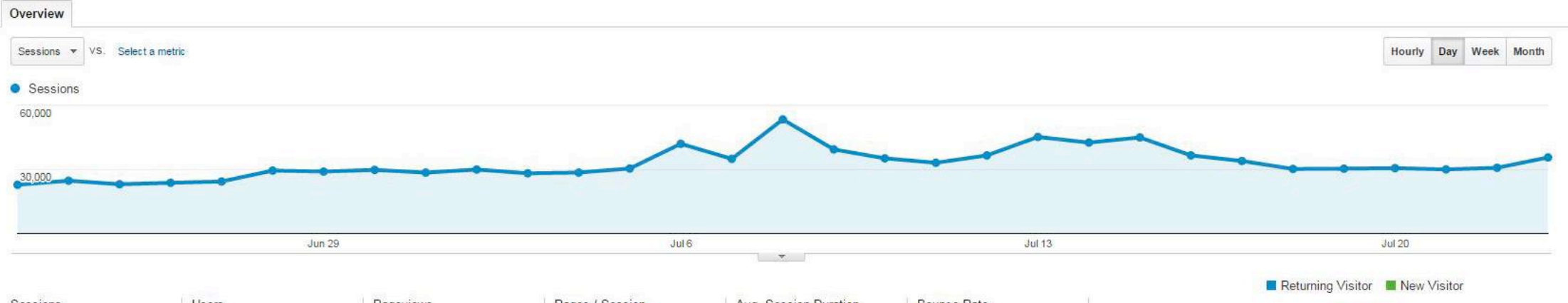
OverviewActive Users BETA Cohort Analysis BETA

DemographicsInterestsGeoBehaviorTechnologyMobileCustomBenchmarkingUsers Flow

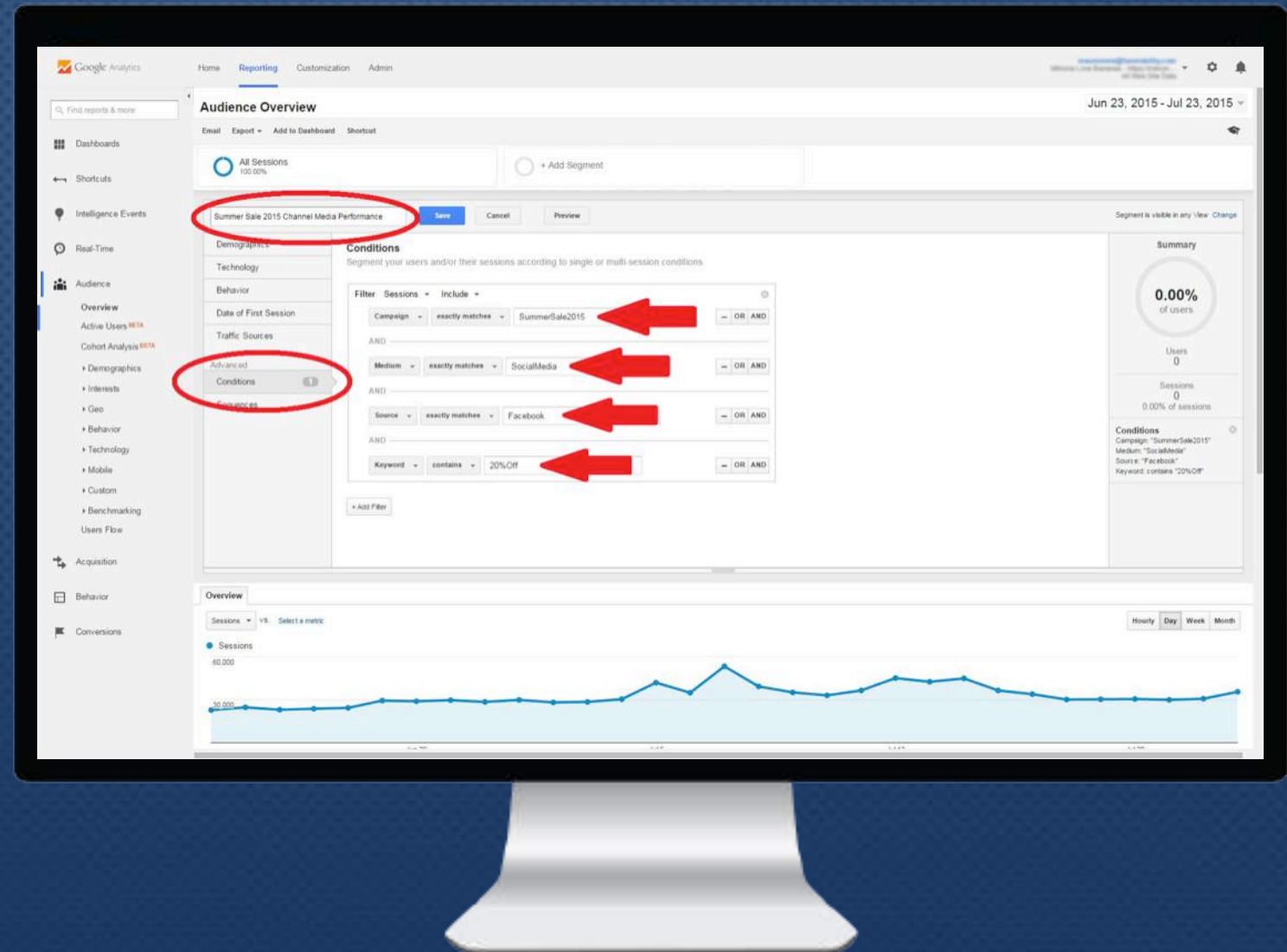
AcquisitionBehaviorConversions

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input checked="" type="checkbox"/> <input type="star"/> All Sessions			Actions
System	<input type="checkbox"/> <input type="star"/> <div>Session Start</div>	May 26, 2015	Jun 2, 2015	Actions
Custom	<input type="checkbox"/> <input type="star"/> <div>Session End</div>	Apr 27, 2015	Apr 27, 2015	Actions
Shared	<input type="checkbox"/> <input type="star"/> Bounced Sessions			Actions
Starred	<input type="checkbox"/> <input type="star"/> <div>Session Start</div>	Jun 3, 2015	Jun 4, 2015	Actions
Selected	<input type="checkbox"/> <input type="star"/> Converters			Actions
	<input type="checkbox"/> <input type="star"/> <div>First Visit</div>	Mar 3, 2015	Mar 3, 2015	Actions
	<input type="checkbox"/> <input type="star"/> Direct Traffic			Actions
	<input type="checkbox"/> <input type="star"/> Made a Purchase			Actions

ApplyCancel



Looking at the
“Conditions” tab, add
the UTM parameter
string that you wish
to analyze



Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users BETA

Cohort Analysis BETA

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

Acquisition

Behavior

Conversions

All Sessions 100.00%

+ Add Segment

Summer Sale 2015 Channel Media Performance

Save

Cancel

Preview

Segment is visible in any View [Change](#)

- Demographics
- Technology
- Behavior
- Date of First Session
- Traffic Sources
- Advanced
- Conditions 1
- Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions Include

Campaign exactly matches SummerSale2015 - OR AND

AND

Medium exactly matches SocialMedia - OR AND

AND

Source exactly matches Facebook - OR AND

AND

Keyword contains 20%Off - OR AND

+ Add Filter

Summary

0.00% of users

Users 0

Sessions 0

0.00% of sessions

Conditions

Campaign: "SummerSale2015"

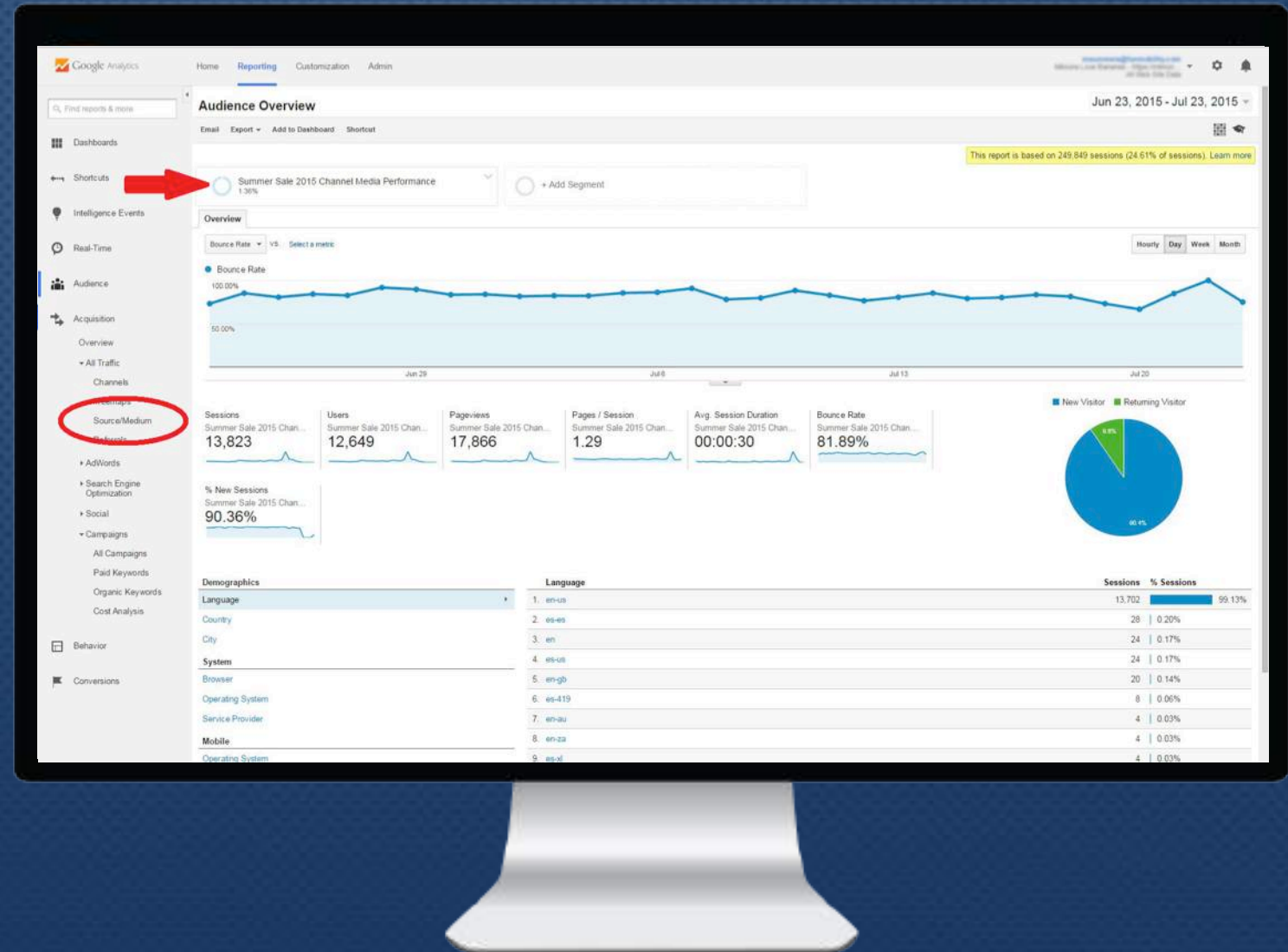
Medium: "SocialMedia"

Source: "Facebook"

Keyword: contains "20%Off"



Select “Source/
Medium” under the
“Acquisition” tab



Find reports & more

Audience Overview

Jun 23, 2015 - Jul 23, 2015

Email Export Add to Dashboard Shortcut

- Dashboards
- Shortcuts
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- Real-Time
- Audience
 - Overview
 - All Traffic
 - Channels
 - Referrals
 - Source/Medium
 - Referrals
 - AdWords
 - Search Engine Optimization
 - Social
 - Campaigns
 - All Campaigns
 - Paid Keywords
 - Organic Keywords
 - Cost Analysis
- Behavior
- Conversions

Summer Sale 2015 Channel Media Performance 1.36%

+ Add Segment

This report is based on 249,849 sessions (24.61% of sessions). Learn more

Overview

Bounce Rate VS. Select a metric

Hourly Day Week Month

Bounce Rate



Sessions

Summer Sale 2015 Chan...
13,823

Users

Summer Sale 2015 Chan...
12,649

Pageviews

Summer Sale 2015 Chan...
17,866

Pages / Session

Summer Sale 2015 Chan...
1.29

Avg. Session Duration

Summer Sale 2015 Chan...
00:00:30

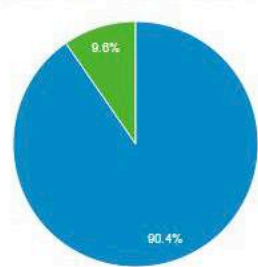
Bounce Rate

Summer Sale 2015 Chan...
81.89%

% New Sessions

Summer Sale 2015 Chan...
90.36%

New Visitor Returning Visitor



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

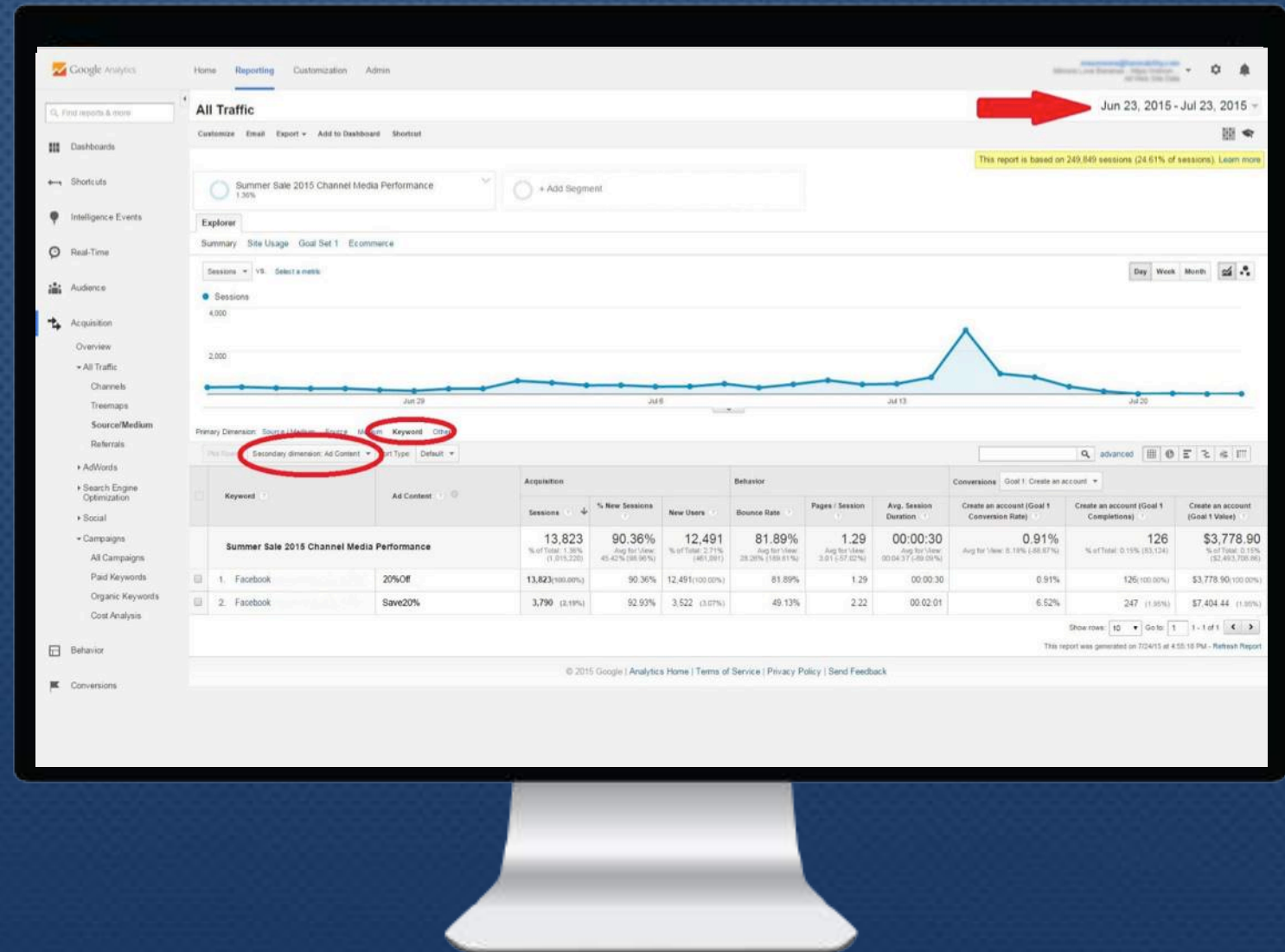
Mobile

Language

	Sessions	% Sessions
1. en-us	13,702	99.13%
2. es-es	28	0.20%
3. en	24	0.17%
4. es-us	24	0.17%
5. en-gb	20	0.14%
6. es-419	8	0.06%
7. en-au	4	0.03%
8. en-za	4	0.03%

Now we can compare different content within the segment.

In this example, the “20%Off” CTA has performed better than the “Save20%” CTA in the Summer Sale campaign



Find reports & more

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- Overview
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- Channels
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- Source/Medium
- Referrals
- AdWords
- Search Engine Optimization
- Social
- Campaigns
- All Campaigns
- Paid Keywords
- Organic Keywords
- Cost Analysis
- Behavior
- Conversions

All Traffic

CustomizeEmailExportAdd to DashboardShortcut

Jun 23, 2015 - Jul 23, 2015

This report is based on 249,849 sessions (24.61% of sessions). Learn more

Summer Sale 2015 Channel Media Performance1.36%

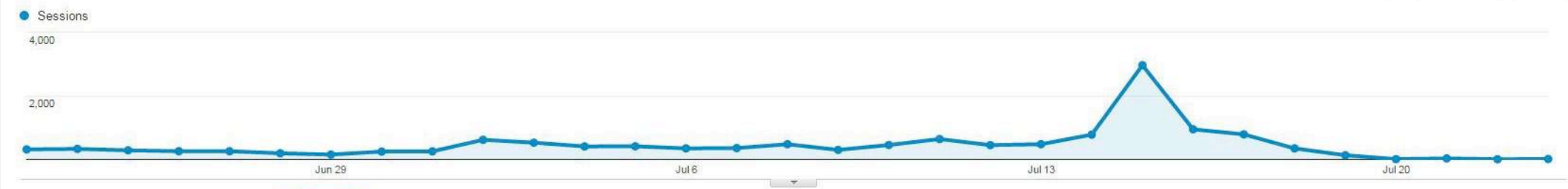
+ Add Segment

Explorer

SummarySite UsageGoal Set 1Ecommerce

Sessions vs. Select a metric

DayWeekMonth



Primary Dimension: Source / MediumSourceMediumKeywordOther

Plot RowsSecondary dimension: Ad ContentReport Type: Default

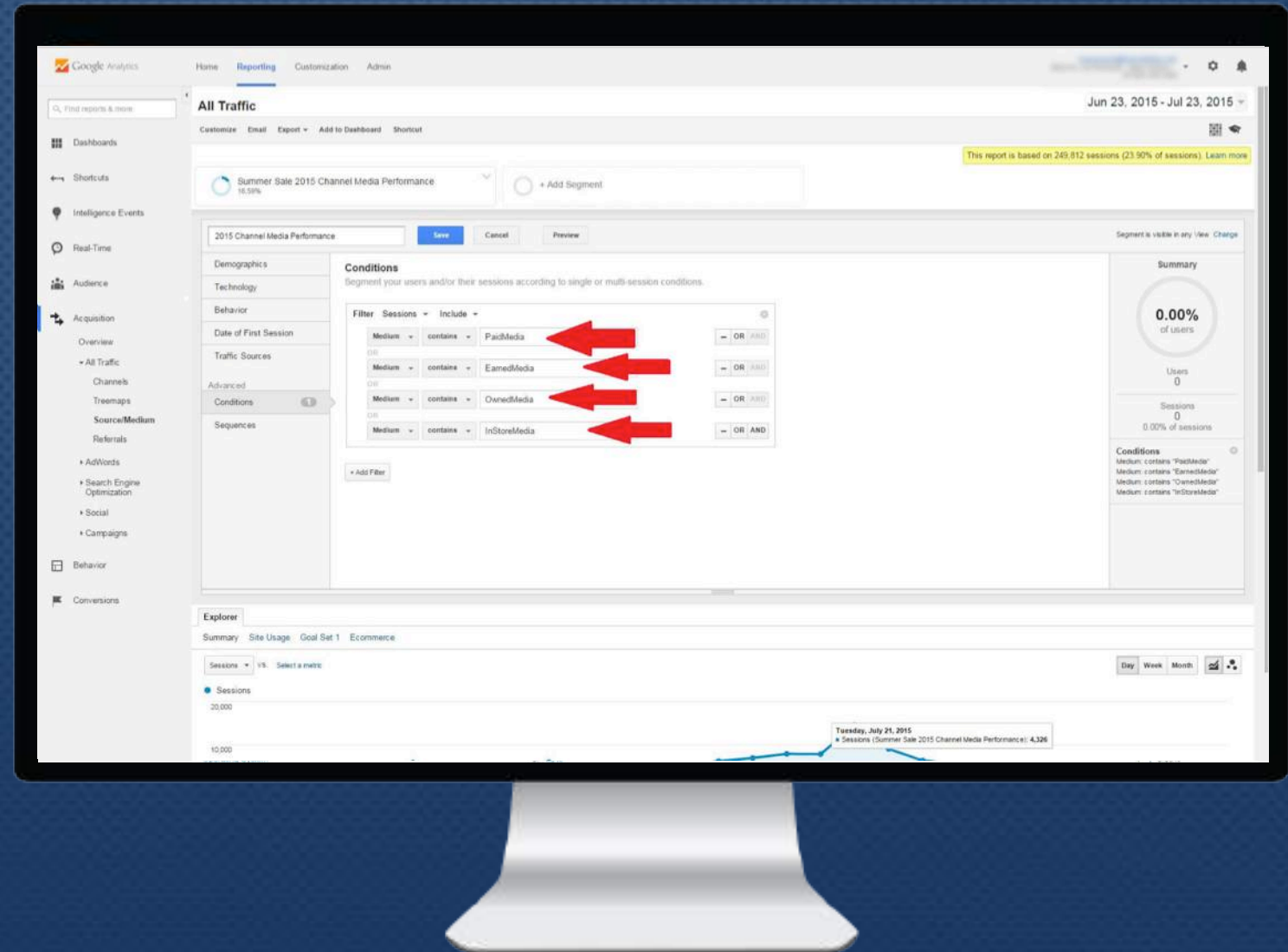
advanced

	Keyword ?	Ad Content ?	Acquisition			Behavior			Conversions <div>Goal 1: Create an account ▾</div>		
			Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Create an account (Goal 1 Conversion Rate) ?	Create an account (Goal 1 Completions) ?	Create an account (Goal 1 Value) ?
	Summer Sale 2015 Channel Media Performance		13,823 % of Total: 1.36% (1,015,220)	90.36% Avg for View: 45.42% (98.96%)	12,491 % of Total: 2.71% (461,091)	81.89% Avg for View: 28.26% (189.81%)	1.29 Avg for View: 3.01 (-57.02%)	00:00:30 Avg for View: 00:04:37 (-89.09%)	0.91% Avg for View: 8.19% (-88.87%)	126 % of Total: 0.15% (83,124)	\$3,778.90 % of Total: 0.15% (\$2,493,708.86)
<input type="checkbox"/>	1. Facebook	20%Off	13,823(100.00%)	90.36%	12,491(100.00%)	81.89%	1.29	00:00:30	0.91%	126(100.00%)	\$3,778.90(100.00%)
<input type="checkbox"/>	2. Facebook	Save20%	3,790 (2.19%)	92.93%	3,522 (3.07%)	49.13%	2.22	00:02:01	6.52%	247 (1.95%)	\$7,404.44 (1.95%)

Show rows: 10Go to: 11 - 1 of 1

This report was generated on 7/24/15 at 4:55:18 PM - Refresh Report

You can also
compare activity
across different
marketing channels,
demographics,
devices, & more



Find reports & more

All Traffic

Jun 23, 2015 - Jul 23, 2015

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - AdWords
 - Search Engine Optimization
 - Social
 - Campaigns
- Behavior
- Conversions

CustomizeEmailExportAdd to DashboardShortcut



This report is based on 249,812 sessions (23.90% of sessions). [Learn more](#)

Summer Sale 2015 Channel Media Performance16.59%

+ Add Segment

2015 Channel Media Performance

SaveCancelPreview

Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

- Conditions1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

FilterSessionsInclude

MediumcontainsPaidMedia

OR

MediumcontainsEarnedMedia

OR

MediumcontainsOwnedMedia

OR

MediumcontainsInStoreMedia

+ Add Filter

Summary

0.00%of users

Users0

Sessions00.00% of sessions

Conditions

- Medium: contains "PaidMedia"
- Medium: contains "EarnedMedia"
- Medium: contains "OwnedMedia"
- Medium: contains "InStoreMedia"

Explorer

SummarySite UsageGoal Set 1Ecommerce

Sessionsvs. [Select a metric](#)

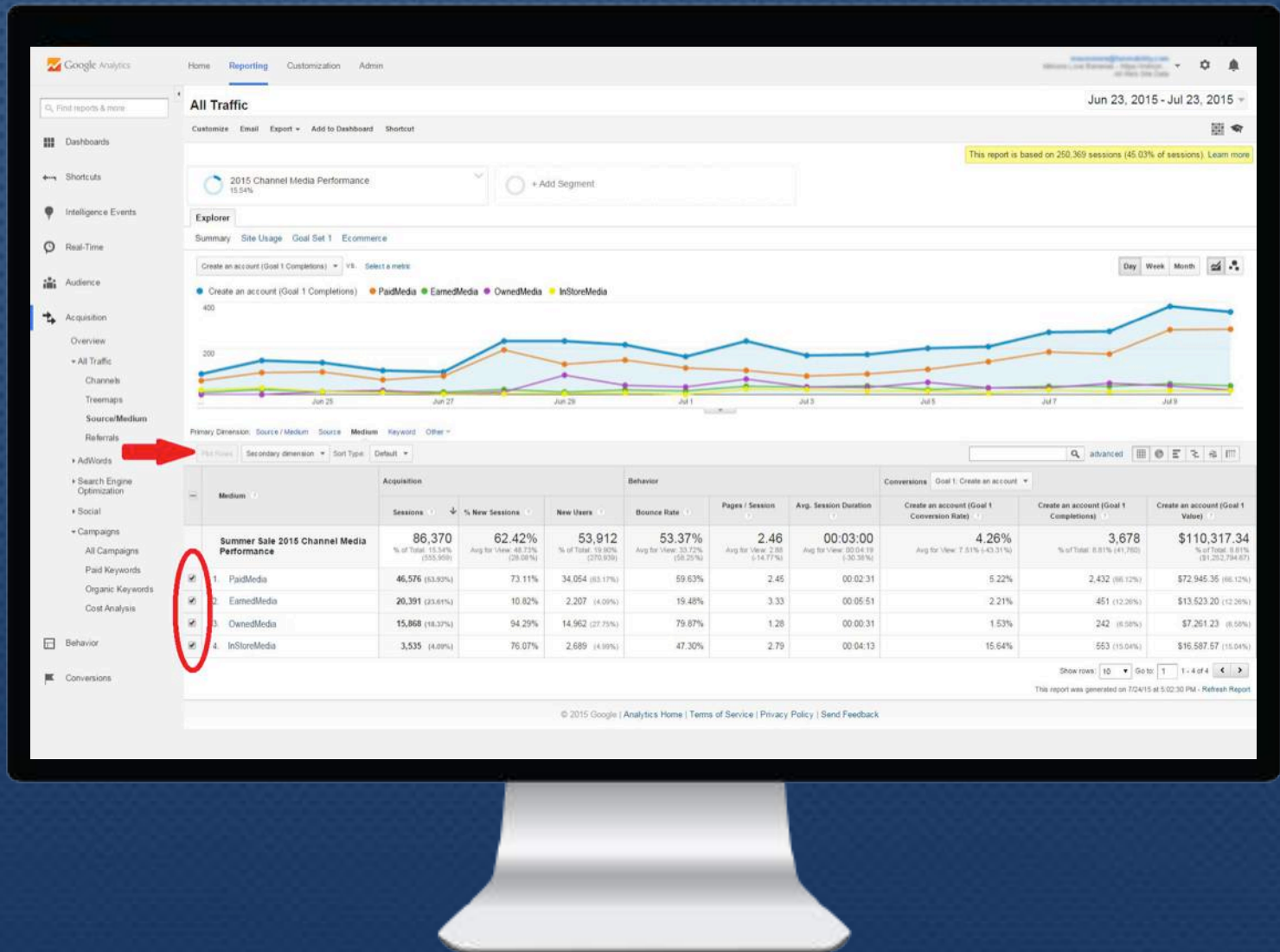
DayWeekMonth

Sessions

20,000

Tuesday, July 21, 2015

Select each media channel and hit “Plot Rows” to get a visual overview of how your entire campaign is performing.



Find reports & more

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
- Acquisition
- Overview
- All Traffic
- Channels
- Treemaps
- Source/Medium
- Referrals
- AdWords
- Search Engine Optimization
- Social
- Campaigns
- All Campaigns
- Paid Keywords
- Organic Keywords
- Cost Analysis
- Behavior
- Conversions

All Traffic

Jun 23, 2015 - Jul 23, 2015

CustomizeEmailExportAdd to DashboardShortcut

2015 Channel Media Performance15.54%

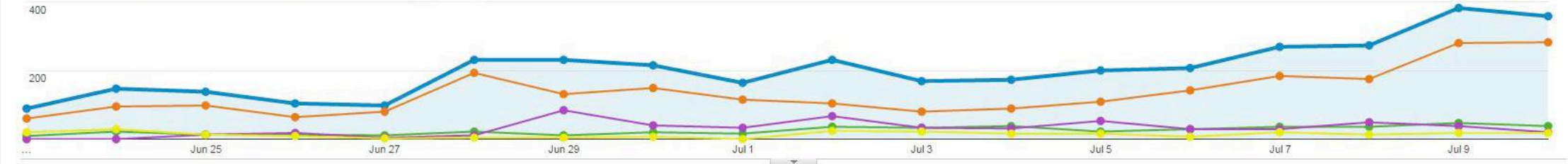
+ Add Segment

Explorer

SummarySite UsageGoal Set 1Ecommerce

Create an account (Goal 1 Completions) vs. Select a metric

Create an account (Goal 1 Completions)PaidMediaEarnedMediaOwnedMediaInStoreMedia



Primary Dimension: Source / MediumSourceMediumKeywordOther

Plot RowsSecondary dimensionSort Type: Default

advanced

Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Create an account (Goal 1 Conversion Rate)	Create an account (Goal 1 Completions)	Create an account (Goal 1 Value)
Summer Sale 2015 Channel Media Performance	86,370 % of Total: 15.54% (555,959)	62.42% Avg for View: 48.73% (28.08%)	53,912 % of Total: 19.90% (270,939)	53.37% Avg for View: 33.72% (58.25%)	2.46 Avg for View: 2.88 (-14.77%)	00:03:00 Avg for View: 00:04:19 (-30.38%)	4.26% Avg for View: 7.51% (-43.31%)	3,678 % of Total: 8.81% (41,760)	\$110,317.34 % of Total: 8.81% (\$1,252,794.67)
1. PaidMedia	46,576 (53.93%)	73.11%	34,054 (63.17%)	59.63%	2.45	00:02:31	5.22%	2,432 (66.12%)	\$72,945.35 (66.12%)
2. EarnedMedia	20,391 (23.61%)	10.82%	2,207 (4.09%)	19.48%	3.33	00:05:51	2.21%	451 (12.26%)	\$13,523.20 (12.26%)
3. OwnedMedia	15,868 (18.37%)	94.29%	14,962 (27.75%)	79.87%	1.28	00:00:31	1.53%	242 (6.58%)	\$7,261.23 (6.58%)
4. InStoreMedia	3,535 (4.09%)	76.07%	2,689 (4.99%)	47.30%	2.79	00:04:13	15.64%	553 (15.04%)	\$16,587.57 (15.04%)

Show rows: 10Go to: 11 - 4 of 4

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Want to learn more?

Read the free ebook
for more info



OPTIMIZING MOBILE CONTENT

FOR

Google Analytics