

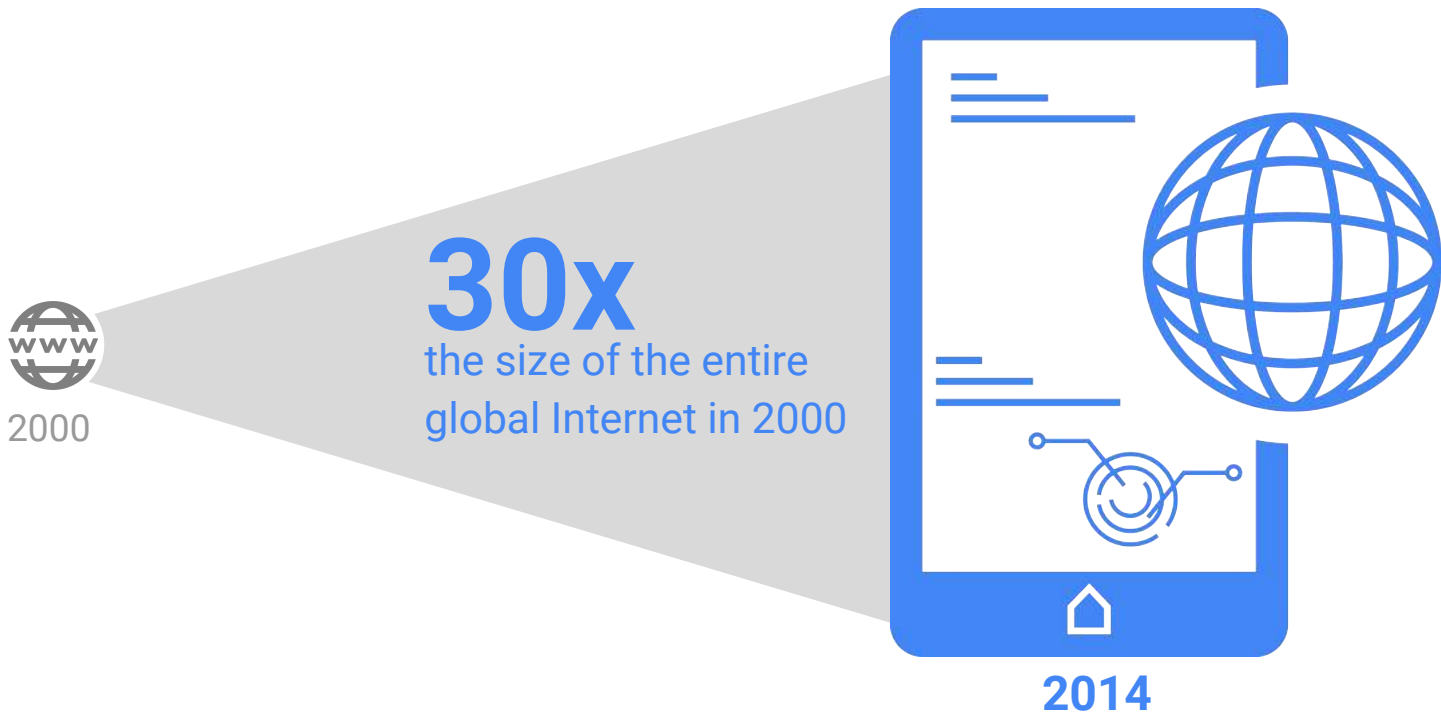
How To Track for Insights in the data points proliferated world



Pawel Matkowski

Global Product Lead, Google Analytics

We Are Here Only Because...



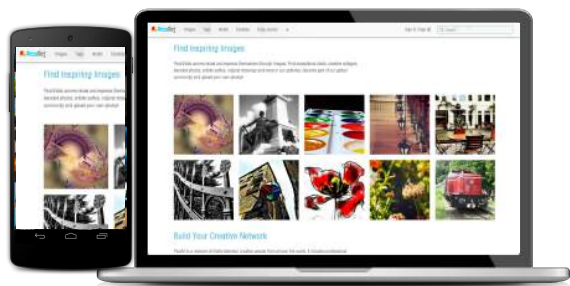
?

Analyze cross-device/asset behavior

?

Start from first interaction

And It Is **Already** Getting Even Harder and More Complex



Desktop and Mobile
Websites



Mobile &
Web Apps



Game
Consoles

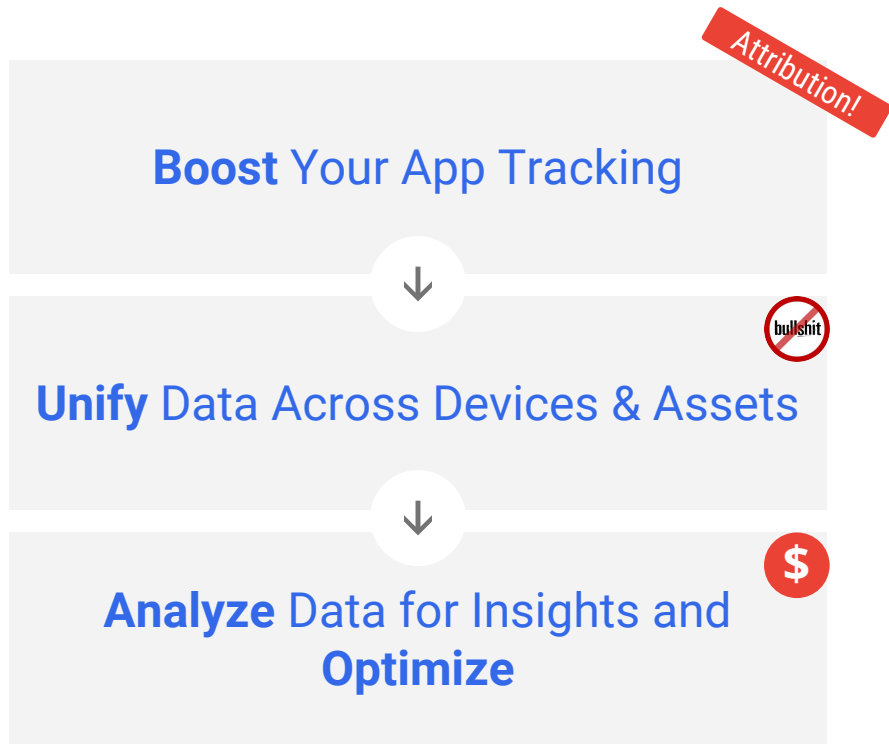


TV &
Set-Top Box

We Have A Smart Platform That Works Across Ecosystems



What Should You Do Now?



1. Boost Your App Tracking



Having reliable install attribution
is critical



238
developers

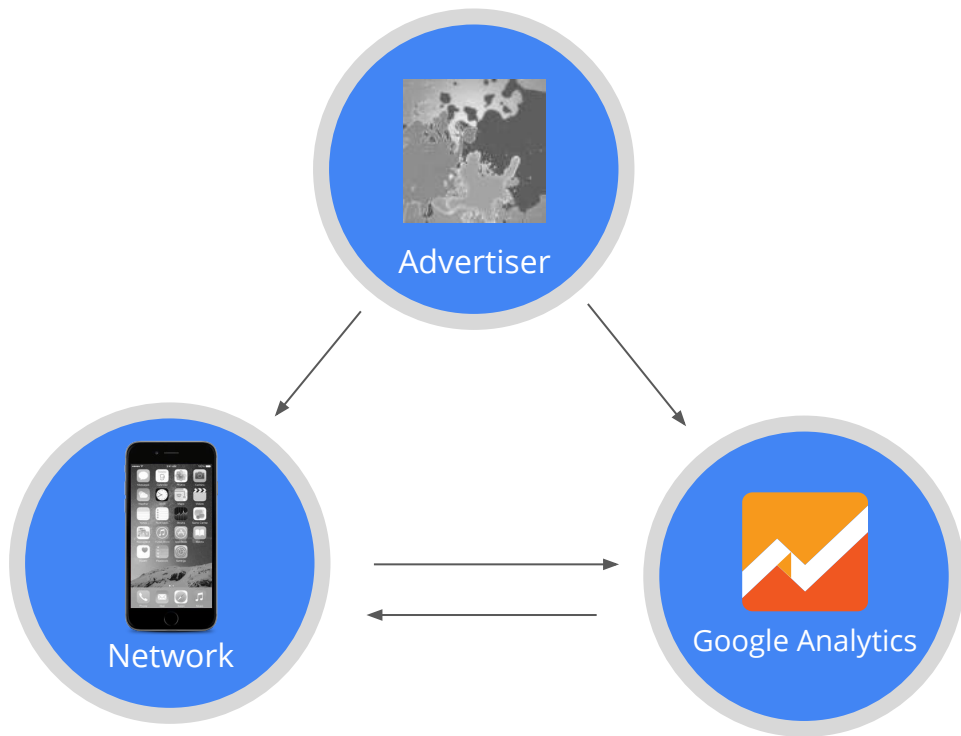


9,000
apps



400M
monthly
active users

Partnering for Success





Proprietary + Confidential

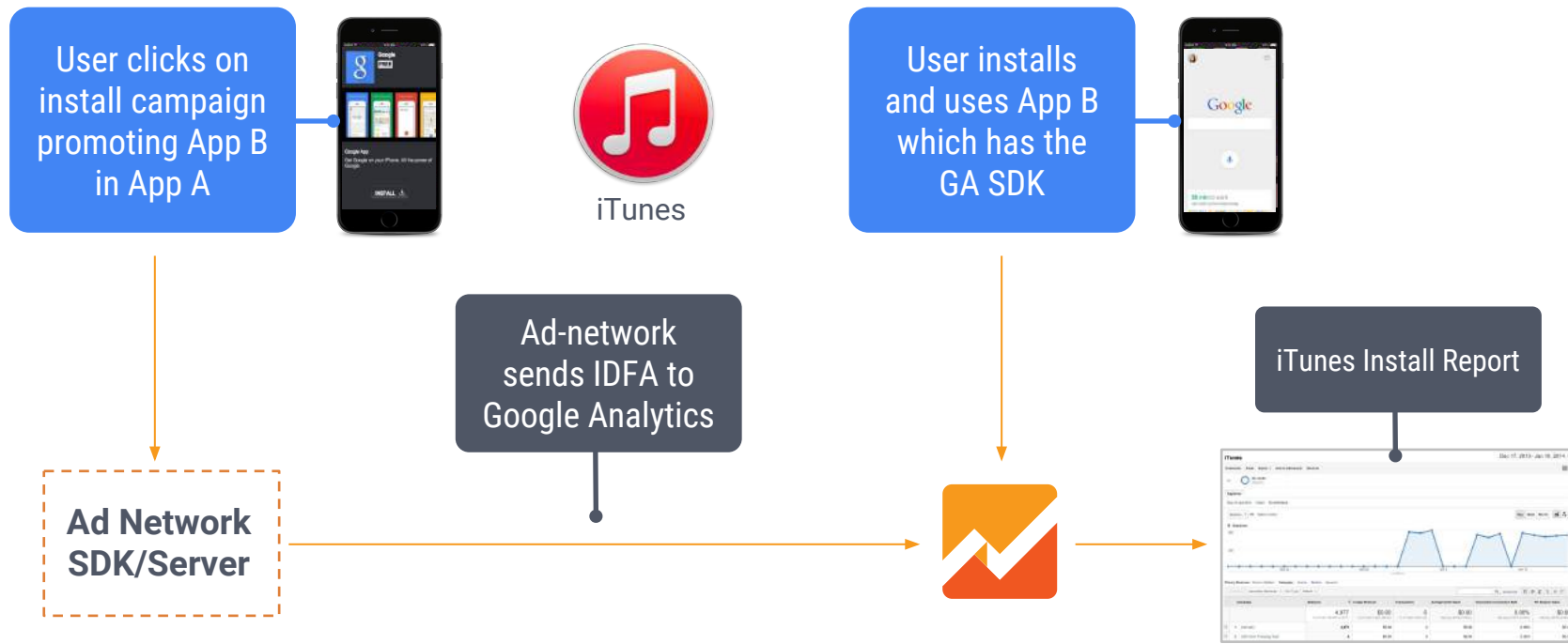
iOS Partnerships



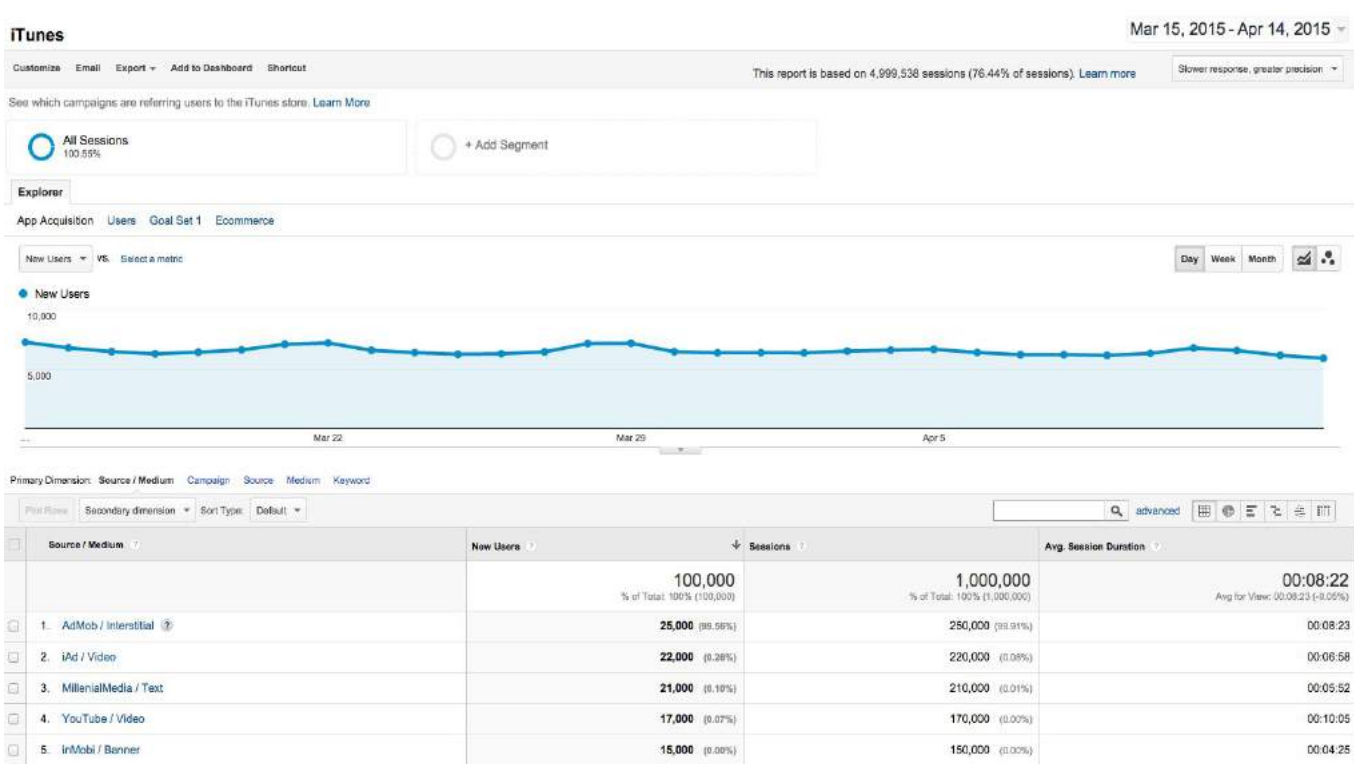
partnering with over 20 ad networks



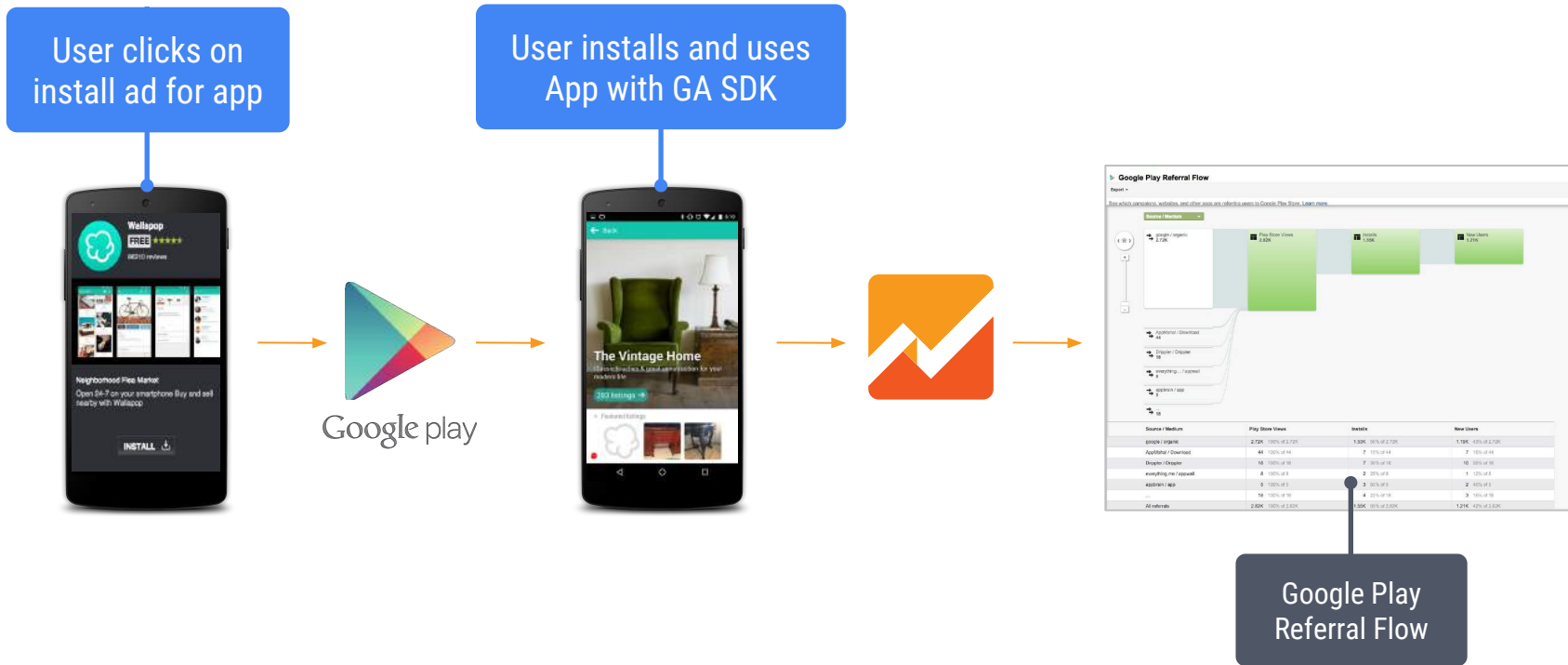
Attribution for iOS App Installs



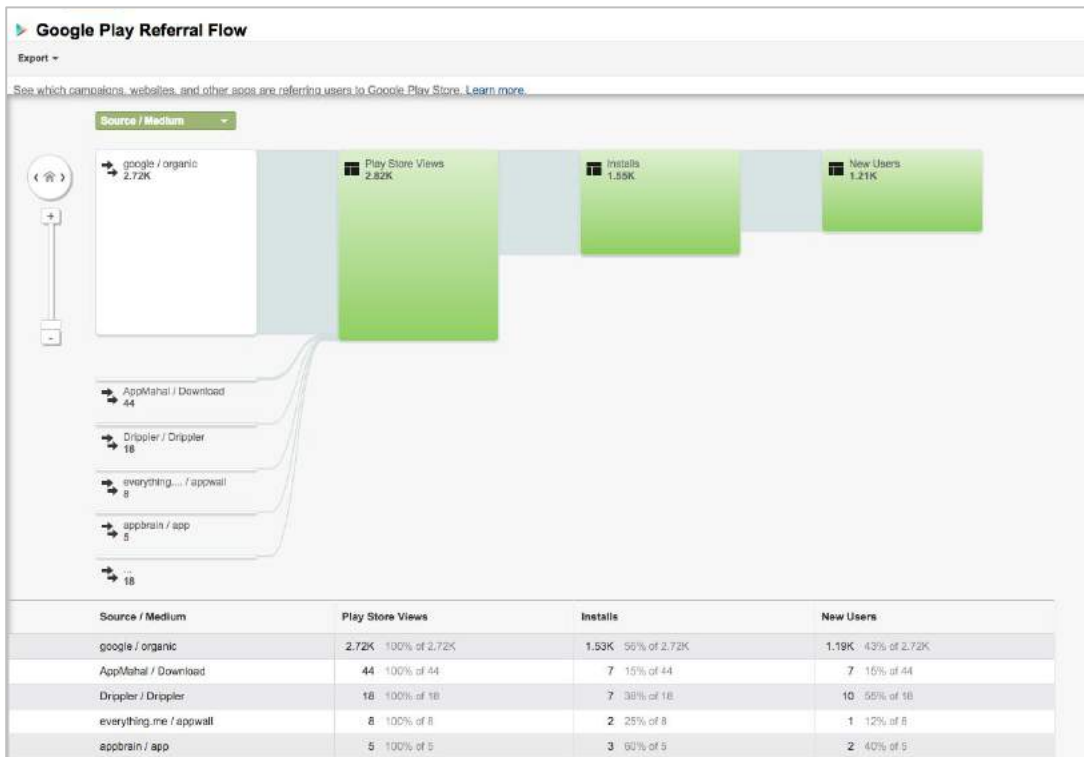
20 New Partners = Powerful Data



Attribution for Android App Installs



Google Play Referral Flow



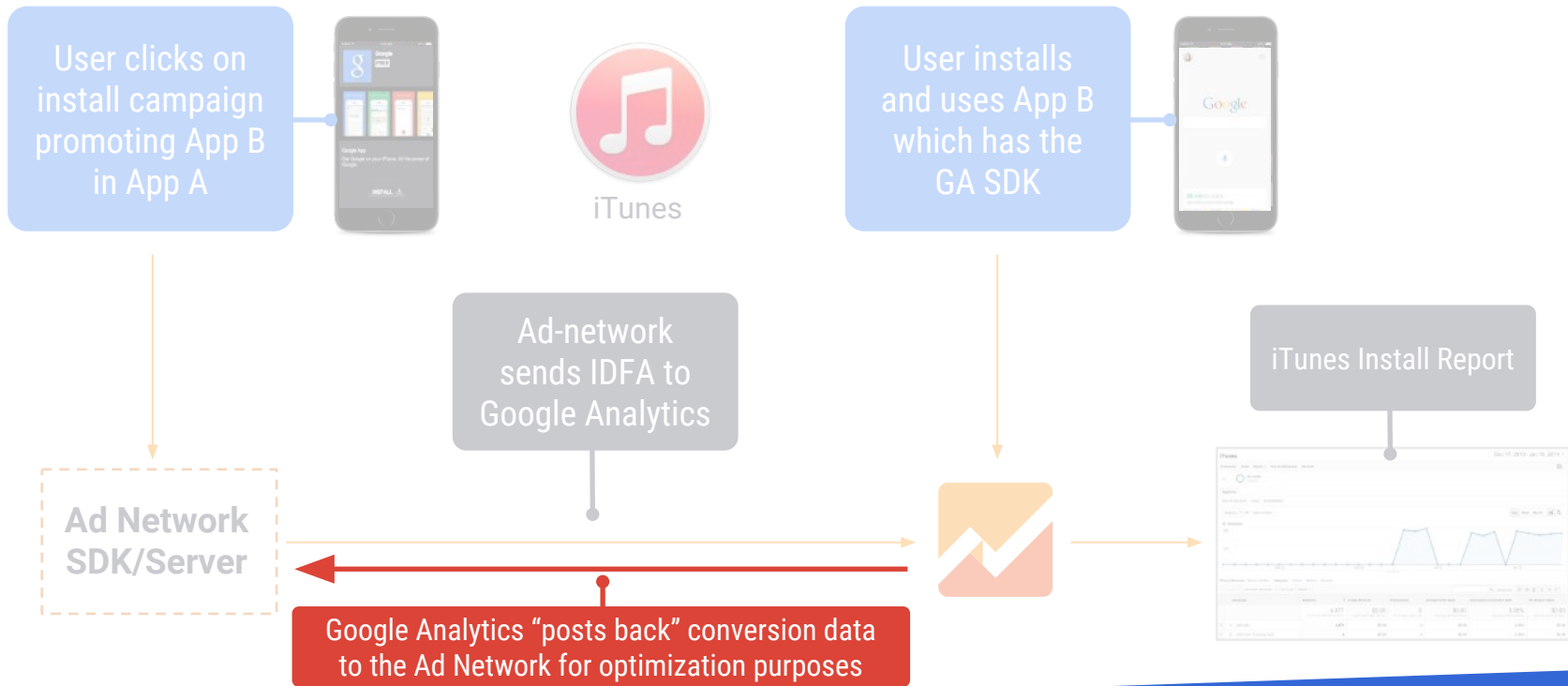
Don't Forget To **Tag**...

[https://click.google-analytics.com/redirect?tid=UA-31611515-8&url=https%3A%2F%2Fitunes.apple.com%2Fus%2Fapp%2Fsmiley-lines-classic%2Fid865906164&aid=BlackMouton.Smiley-Classic&idfa=\[:_jv_uaid:\]&cs=millennial&cm=banner&cn=postbacks-test&anid=millennial](https://click.google-analytics.com/redirect?tid=UA-31611515-8&url=https%3A%2F%2Fitunes.apple.com%2Fus%2Fapp%2Fsmiley-lines-classic%2Fid865906164&aid=BlackMouton.Smiley-Classic&idfa=[:_jv_uaid:]&cs=millennial&cm=banner&cn=postbacks-test&anid=millennial)

With Our URL Builder Tool!

Google Analytics Property ID: *	<input type="text"/> (e.g. UA-XXXX-Y)
Ad Network: *	<input type="text" value="AdMob"/>
Redirect URL: *	<input type="text"/> (The URL to which the user will be redirected, e.g. https://itunes.apple.com/us/app/my-app/id123456789)
App ID: *	<input type="text"/> (Your app's Bundle Identifier , e.g. <i>com.company.app</i>)
Campaign Source: *	<input type="text"/> (original referrer, e.g. <i>google, citysearch, newsletter4</i>)
Campaign Medium:	<input type="text"/> (marketing medium, e.g. <i>cpc, banner, email</i>)
Campaign Term:	<input type="text"/> (paid keywords, e.g. <i>running+shoes</i>)
Campaign Content:	<input type="text"/> (ad-specific content used to differentiate ads)
Campaign Name:	<input type="text"/> (product, promotion code, or slogan)
<input type="button" value="Generate URL"/> <input type="button" value="Clear"/>	
<input type="text"/>	

And The Future Is Here



Configure Postbacks for Immediate Actionability

The screenshot shows the Google Analytics Admin interface. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The user is logged in as 'gademotime@gmail.com' with the account 'Capoeira Brasil NYC (NFP)'. The left sidebar shows the 'Admin' section expanded, with 'Postbacks' selected under 'PRODUCT LINKING'. The main content area is titled 'Postbacks' and includes a sub-header: 'These settings allow you to control which ad networks receive your conversion data. [Learn more]'. Below this is a table with columns: 'Conversion', 'View', 'Status', and 'Ad Networks'. The table lists several configurations for different views and conversion events. A search bar is located at the top right of the table.

Conversion	View	Status	Ad Networks
<input type="checkbox"/> Conversion			
<input type="checkbox"/> First Launch	Europe	Active	4 of 5 selected (Flurry, MdotM, InMobi, Tapjoy) ?
<input type="checkbox"/> Transaction	Europe	Active	4 of 5 selected (Flurry, MdotM, InMobi, Tapjoy) ?
<input type="checkbox"/> First Launch	North America	Active	All selected (Flurry, InMobi, InMobi, Tapjoy...) ?
<input type="checkbox"/> Transaction	North America	No reported conversion	2 of 5 selected (MdotM, InMobi) ?
<input type="checkbox"/> First Launch	APEC	Active	3 of 5 selected (MdotM, InMobi, Tapjoy) ?
<input type="checkbox"/> First Launch	ALADI	Active	none ?

Our Vision for Mobile App Attribution



Cross
platform



Unique SDK



Works for
all apps



Comprehensive
view on LTV



Ad network
support

Act Now!



Set up tracking
for all campaigns



Configure postbacks

2. Unify Data Across Devices and Assets



~~Cross-device~~



?



~~Cross-asset~~



Unified Conversion Tracking for Ads

Web across devices

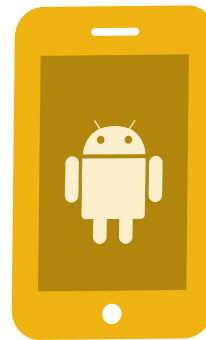


User clicks on
Retailer's desktop
ad



Buys three pairs of
jeans on Retailer's
mobile site

In-app and Web



User clicks on
Mother's Day
flowers ad inside
gaming app

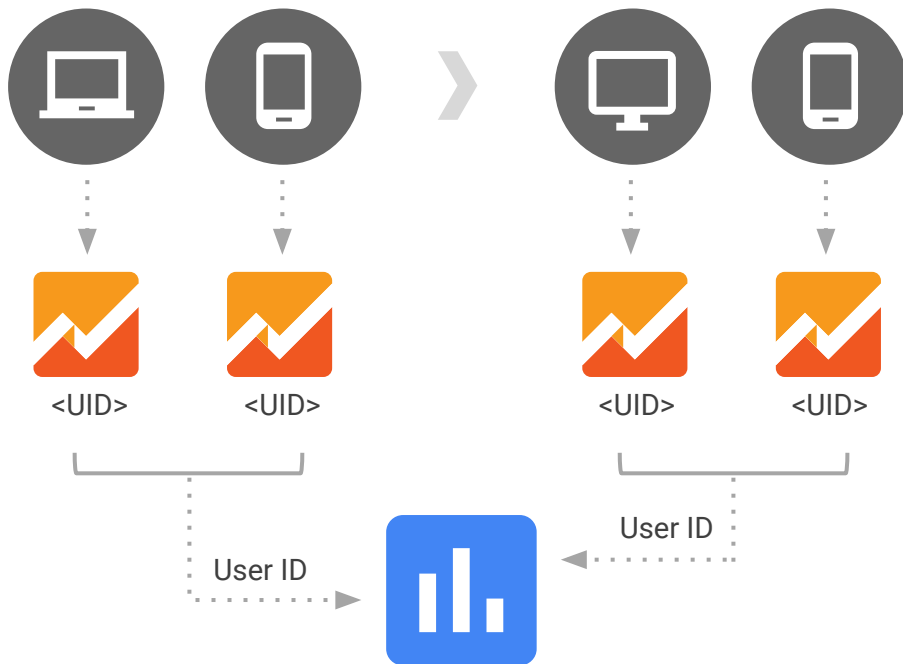


Later orders flowers
on a website on his
tablet



Analytics for Data Insights and Optimization


user authentication
User ID (UID) assigned



The Google Analytics **User ID** feature helps link together sessions by the same user across different devices and assets (web, app etc.)*

*You need to be able to identify the user (e.g. upon login to your site) and pass a User Identifier to GA (non-PII)



Unifying The Data - Let's Roll It Up!

One Property per unit

Google Analytics interface showing a list of properties. The highlighted property is 'All Web Site Data' (UA-25695839-11). Other properties include 'Beach Volleyball Inc.', 'Atlantic City Tournaments', 'AVP Blog - Stats Central', 'Buy Beach Volleyballs', 'Buy Volleyball Nets', 'Chicago Open Tournaments', 'Cincinnati Open Tournaments', and 'Clearwater Beach Tournaments'.

Web

App

Administration
TestSites Account / TestSites Roll-Up

PROPERTY: TestSites Roll-Up

Roll-Up Management

This property is a Roll-Up Property. A Roll-Up Property can receive data forwarded from other Google Analytics properties linked to it, known as Source Properties for the Roll-Up Property. Be aware that Source Properties only forward to Roll-Up Properties data coming directly from websites and apps or data uploaded via the Measurement Protocol. Source Properties never forward imported data sets and linked data, including Adwords, Admob, Youtube, AdSense, and Google Play data.

+ ADD SOURCE PROPERTIES

Source Property ID	Source Property Display Name
UA-5555555-1	Camping Gear Site
UA-5555555-2	Lodging Reservations Site
UA-5555555-3	Camping Adventures Blog

Administration
Google Store / Google Store

PROPERTY: Google Store

Linked Roll-Up Properties

Below is a list of Roll-Up Properties this property is currently linked to. As data from websites or apps or data uploaded via the Measurement Protocol is recorded into this property, a copy of that data is forwarded to each linked Roll-Up Property. Be aware that this property does not forward imported data sets and linked data, including Adwords, Admob, Youtube, AdSense, and Google Play data.

Roll-Up Property ID	Roll-Up Property Name
UA-30481-106	Rollup ClientName

Unlink



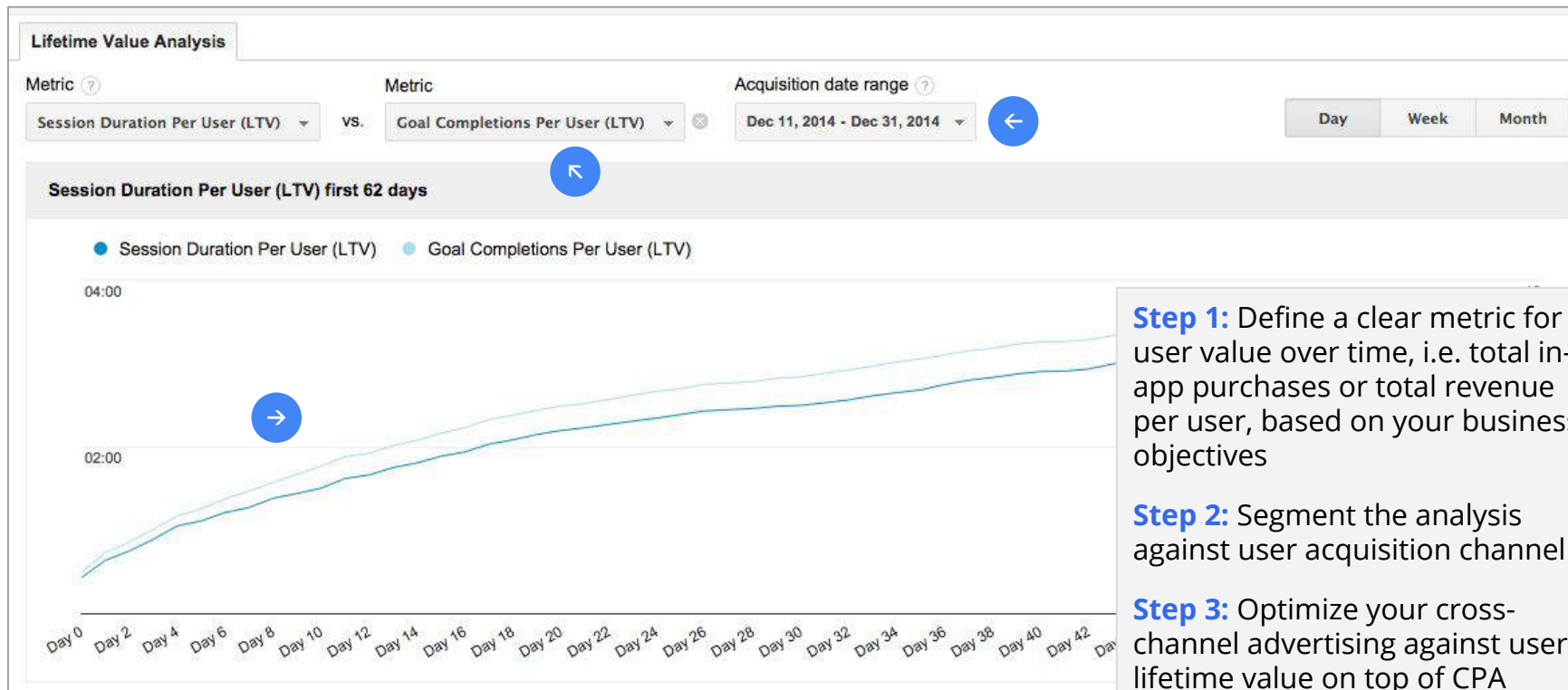
Or Track Everything in One Place

Less Properties, more unique Views

Mind hit limits!

Google Analytics interface showing two side-by-side views of property management. The left view shows a list of properties for 'Beach Volleyball Inc.' including 'All Tournaments', 'Blogs and Stats', 'AVP Blog - Stats Central', 'Retail Sites', 'Buy Beach Volleyballs', and 'Buy Volleyball Nets'. The right view shows a more detailed list of tournaments under 'Atlantic City Tournaments', including 'Chicago Open Tournaments', 'Cincinnati Open Tournaments', 'Clearwater Beach Tournaments', 'Daytona Beach Tournaments', 'Hilton Head Tournaments', and 'Huntington Beach Tournaments'.

3. Analyze Data for Insights and Optimize

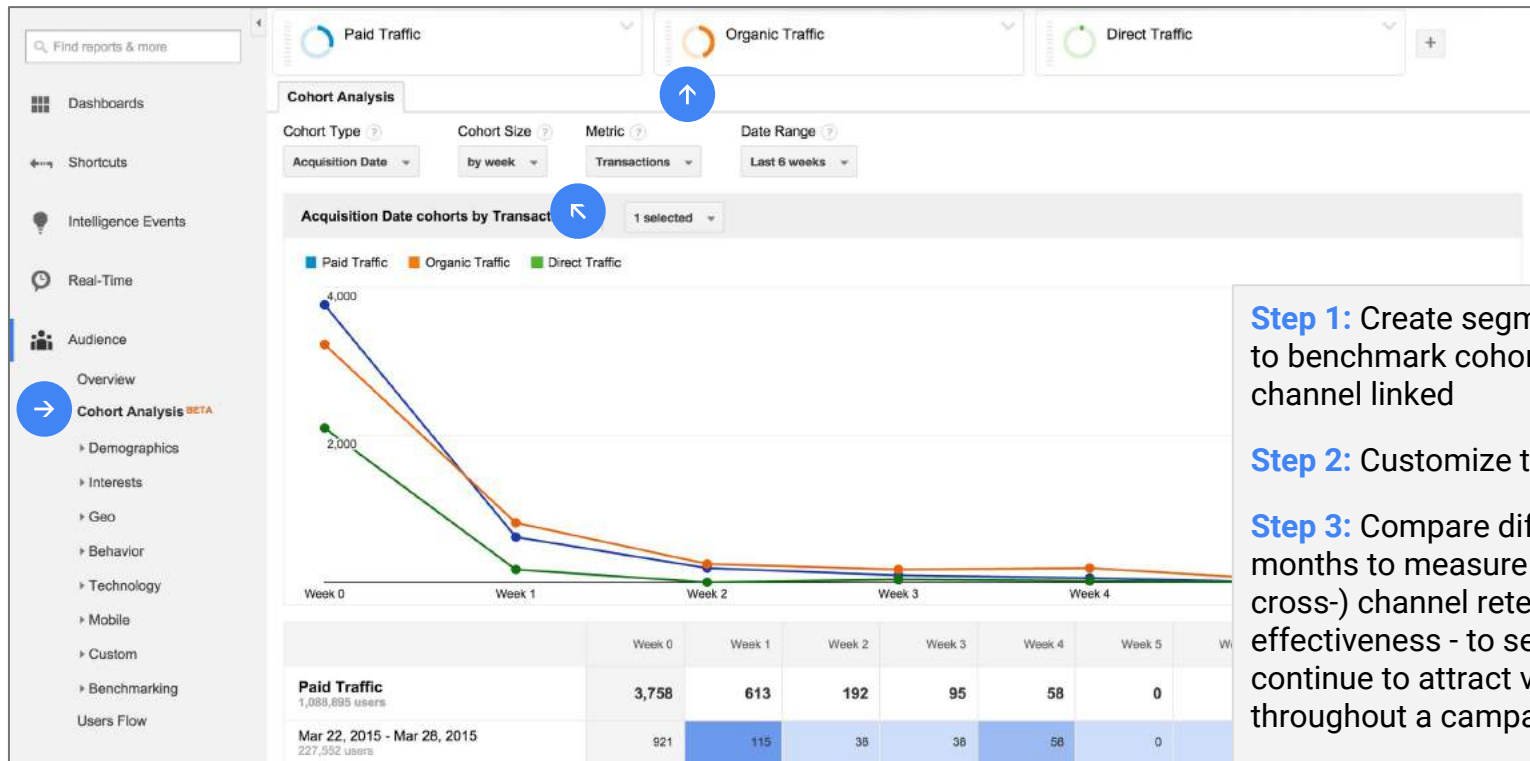


Step 1: Define a clear metric for user value over time, i.e. total in-app purchases or total revenue per user, based on your business objectives

Step 2: Segment the analysis against user acquisition channel

Step 3: Optimize your cross-channel advertising against user lifetime value on top of CPA

Always Focus on Users - Cohort Analysis

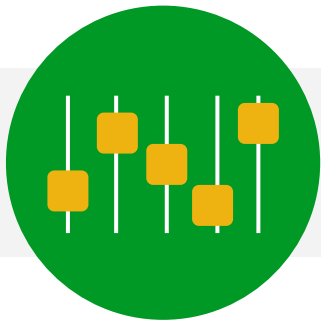


Step 1: Create segments you want to benchmark cohorts against, i.e. channel linked

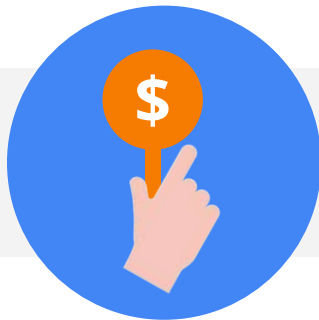
Step 2: Customize the chart

Step 3: Compare different weeks or months to measure i.e. single (or cross-) channel retention effectiveness - to see if you continue to attract valuable users throughout a campaign

Then Act in Your Ad Platform



Use Conversion
Optimizer



Bid
Smarter



Remarket to
Valuable
Customers

You Have A Lot Of Work Ahead of You for 2016!

Boost Your App Tracking →

app install **attribution** is a key

Unify Data Across
Devices & Assets →

forget about terms such as **cross-device** or **cross-asset**

Analyze Data for Insights
and **Optimize** →

optimize your **business**
(web/app...) and **marketing** based
on powerful data

Thank you for sticking in!