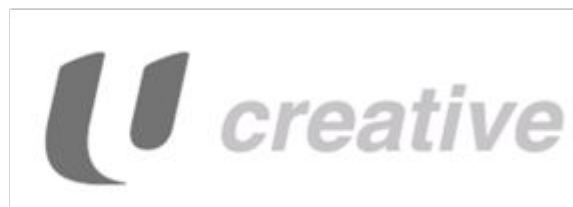


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# U CREATIVE + GA MASTERCLASS: DIGITAL ANALYTICS 101 FOR THE CREATIVE ENTREPRENEUR



# Building your business for digital success

Fern Yit  
Digital Strategy Director, Proximity Singapore

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# Learning Objectives

- ▶ Understand analytics
- ▶ Business metrics that matters
- ▶ Identifying opportunities in numbers
- ▶ Cheatsheet

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# House rules

- ▶ Slides would be provided after the talk. I will tweet it out.  
Follow on Twitter - @fernyit
- ▶ Ask questions using the link above
- ▶ Help upvote useful questions to the top

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# About me

**POSSIBLE**



**Lufthansa**

capita



**tribal**  
worldwide

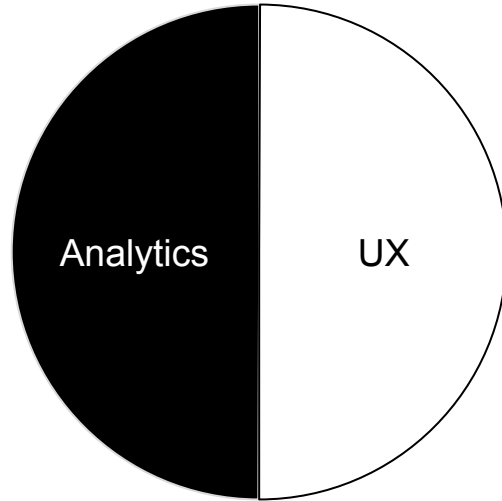


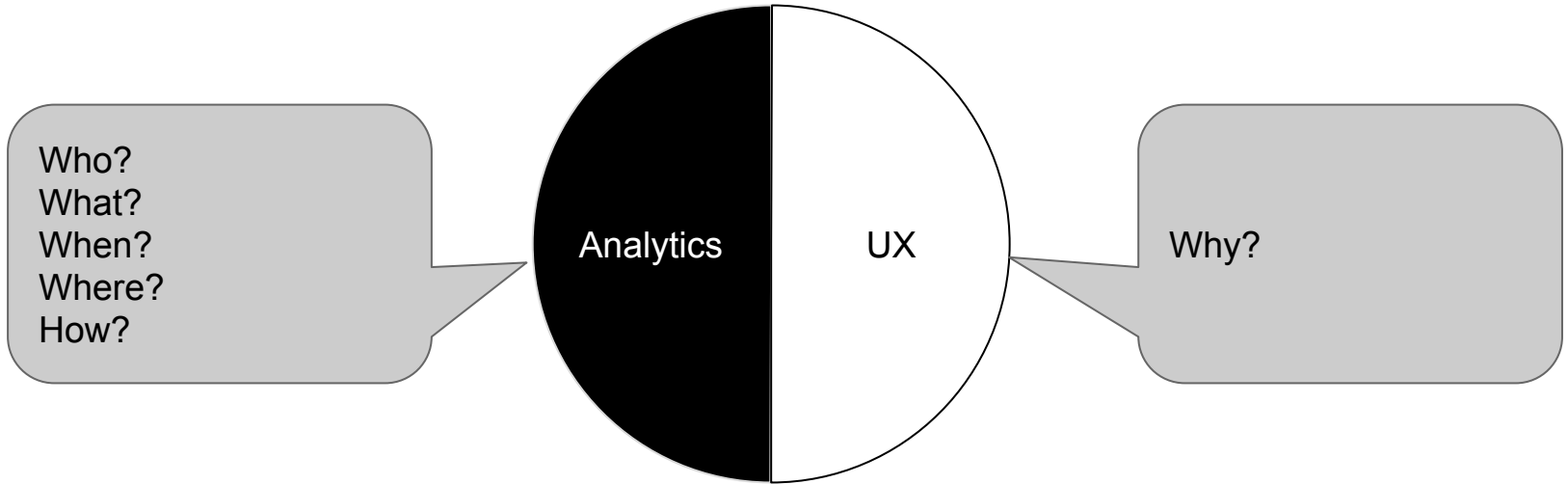
**proximity**

ubertor

**e27**

HomeGp.asia








WE ARE

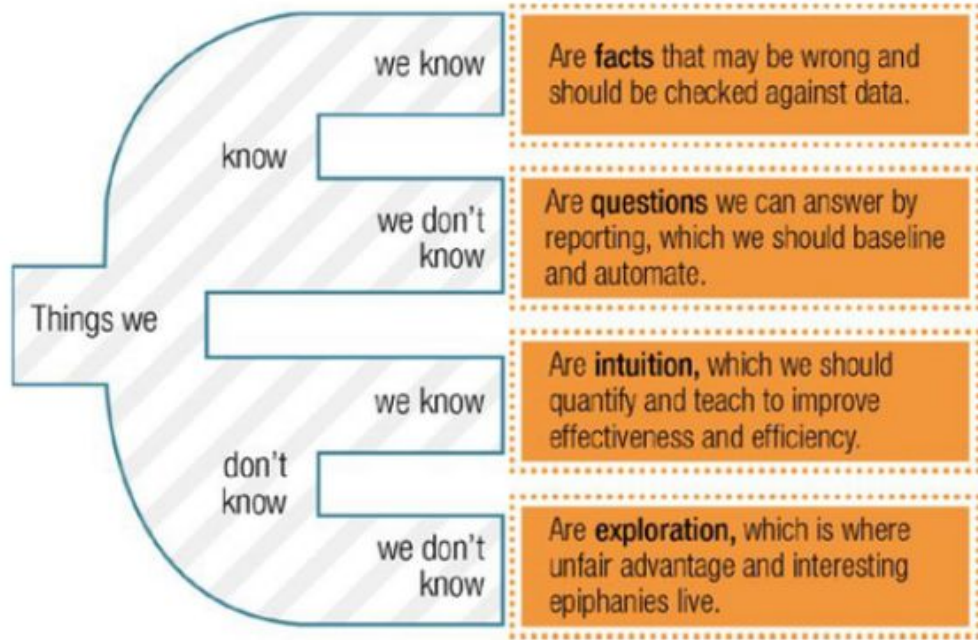
ALL LIARS

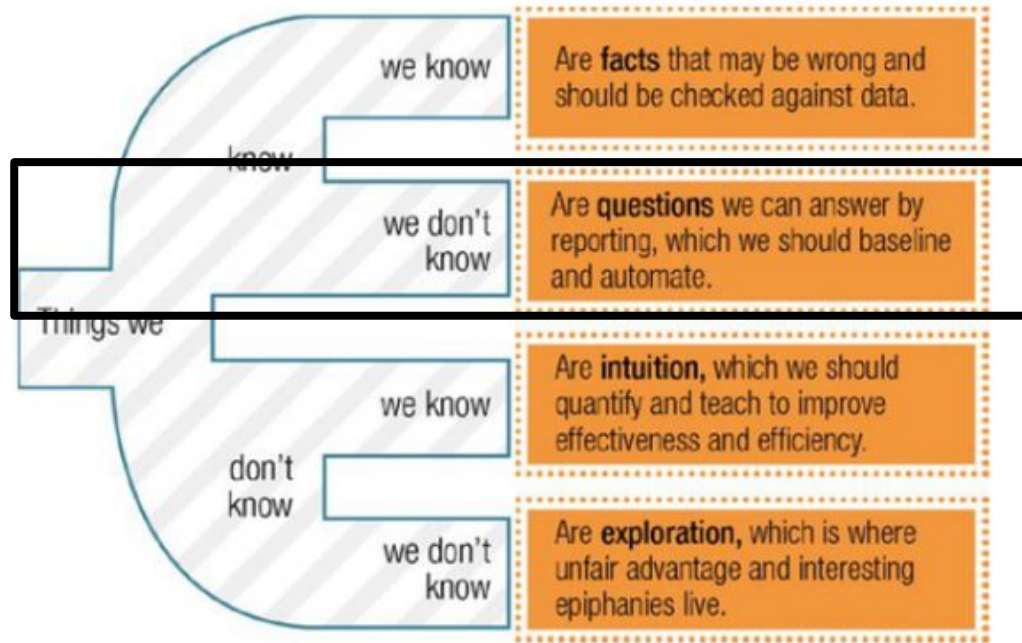




## How people make decisions







← Digital analytics

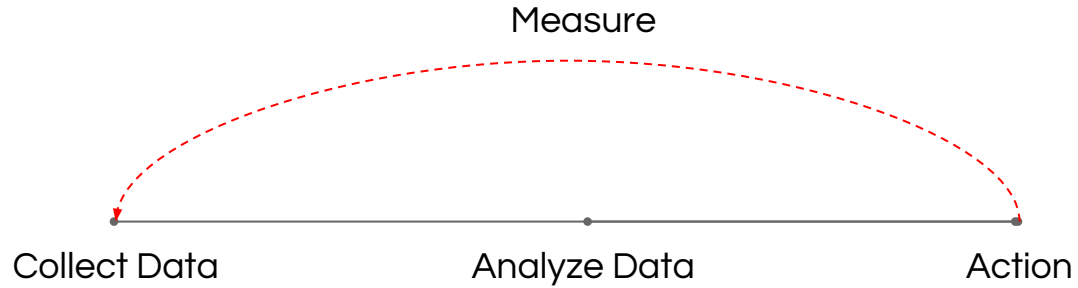


# How people make decisions





# How people make decisions



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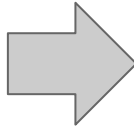
# Understand Analytics



# How does it work?







View Cart Order History

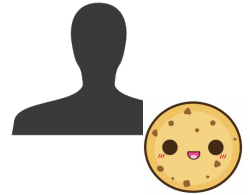
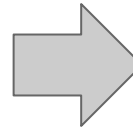
Products, Parts, Keywords Search

[Home](#) | [About Us](#) | [Products](#) | [Blog](#) | [News](#) | [Support](#) | [Contact](#) 800-888-8888

- Rainfall Sensors
- Wind Anemometer
- Weather Stations
- Controllers
- Indicators/Displays
- Temp/Humidity Sensors
- Barometric Pressure
- Solar Radiation
- Replacement Parts

Featured Products

	<p>Product Title</p> <p>SKU</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p><input type="button" value="More Info »"/></p>		<p>Product Title</p> <p>SKU</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p><input type="button" value="More Info »"/></p>
	<p>Product Title</p> <p>SKU</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p><input type="button" value="More Info »"/></p>		<p>Product Title</p> <p>SKU</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p><input type="button" value="More Info »"/></p>





30 days expiry



How did they come to  
your site?



Organic  
search

Paid search

Direct

Referral

Social

Campaign



# Elements and what do they represent?



Sessions

Bounce rate

Users

Pageviews



1 User

Multiple  
Sessions

Multiple  
Pageviews

Bounce rate



# Sections in Google Analytics





Audience

Acquisition

Behaviour

Conversions



So, what can Google Analytics do?

How is your website performing?

Where does your users come from?

If you sell online, how did you perform day to day?

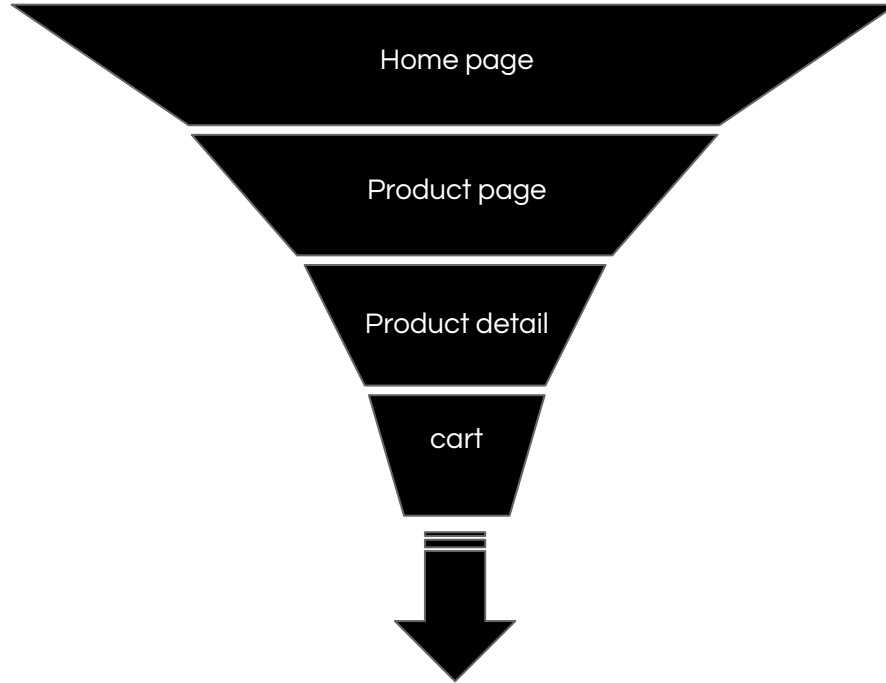
Where in the funnel did you lost customers?

---

# Business metrics that matters



1. Business Goals
2. Setting up the funnel
3. Measure
4. Optimize





Which one matters more?

Pageviews

Bounce rates

Users

Page per session

Unique users

Duration

Video views

Completion

Click through rate

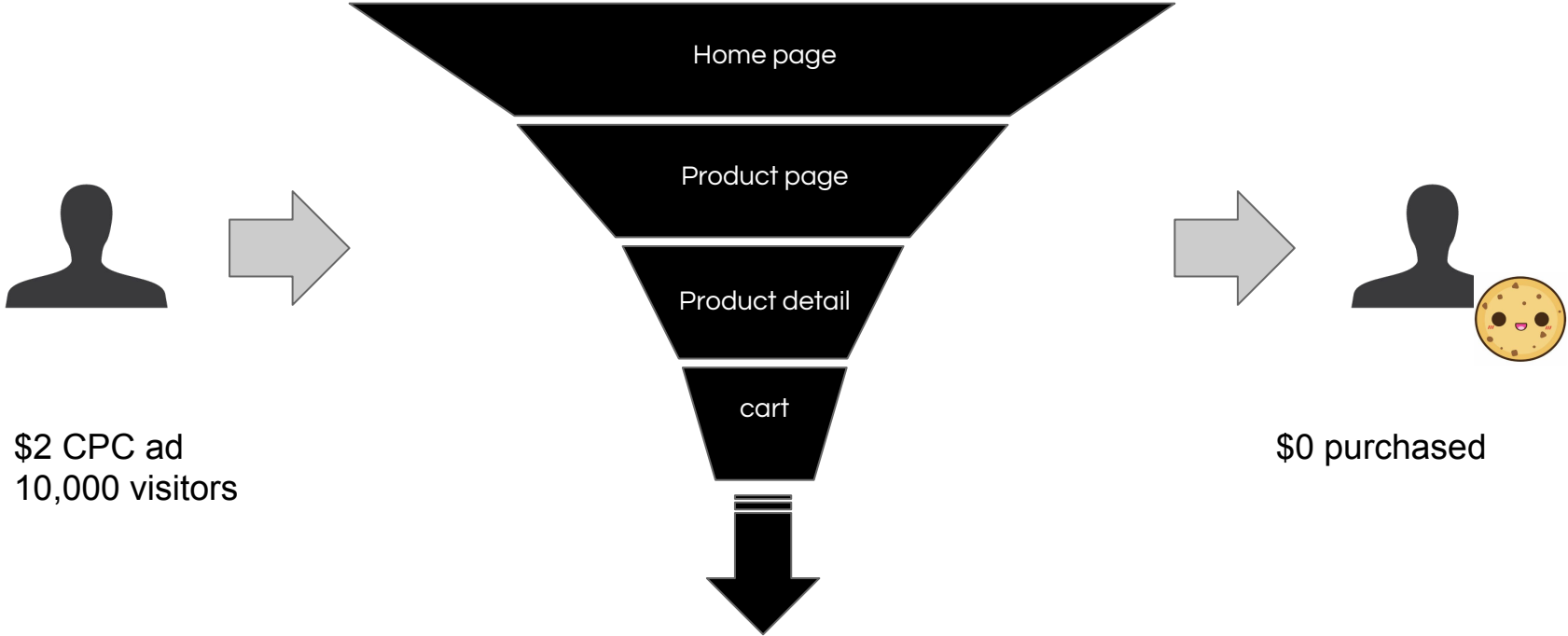


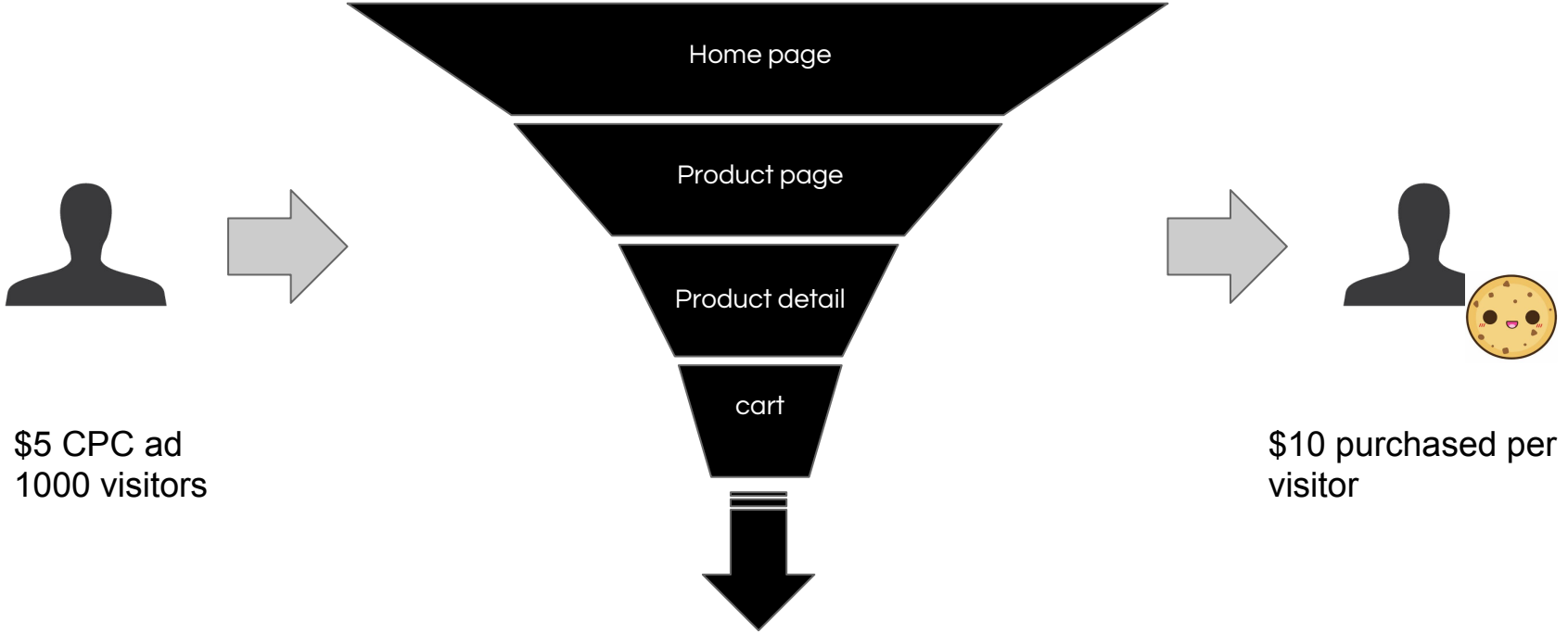
Actionable metrics takes  
more than 1 metric to  
provide insights to make  
better decisions





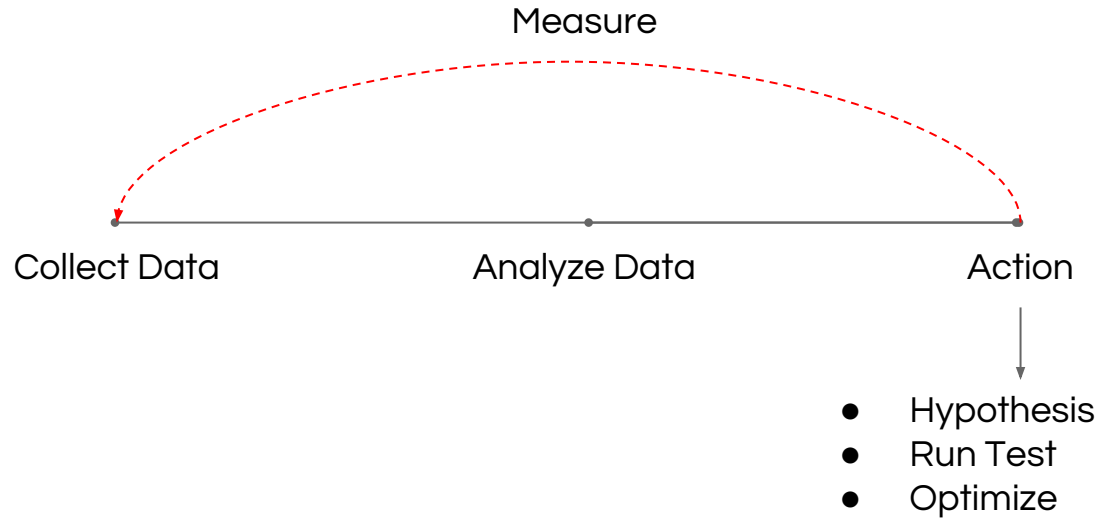
Cost per acquisition  
Goal completion rates  
Revenue per visitor

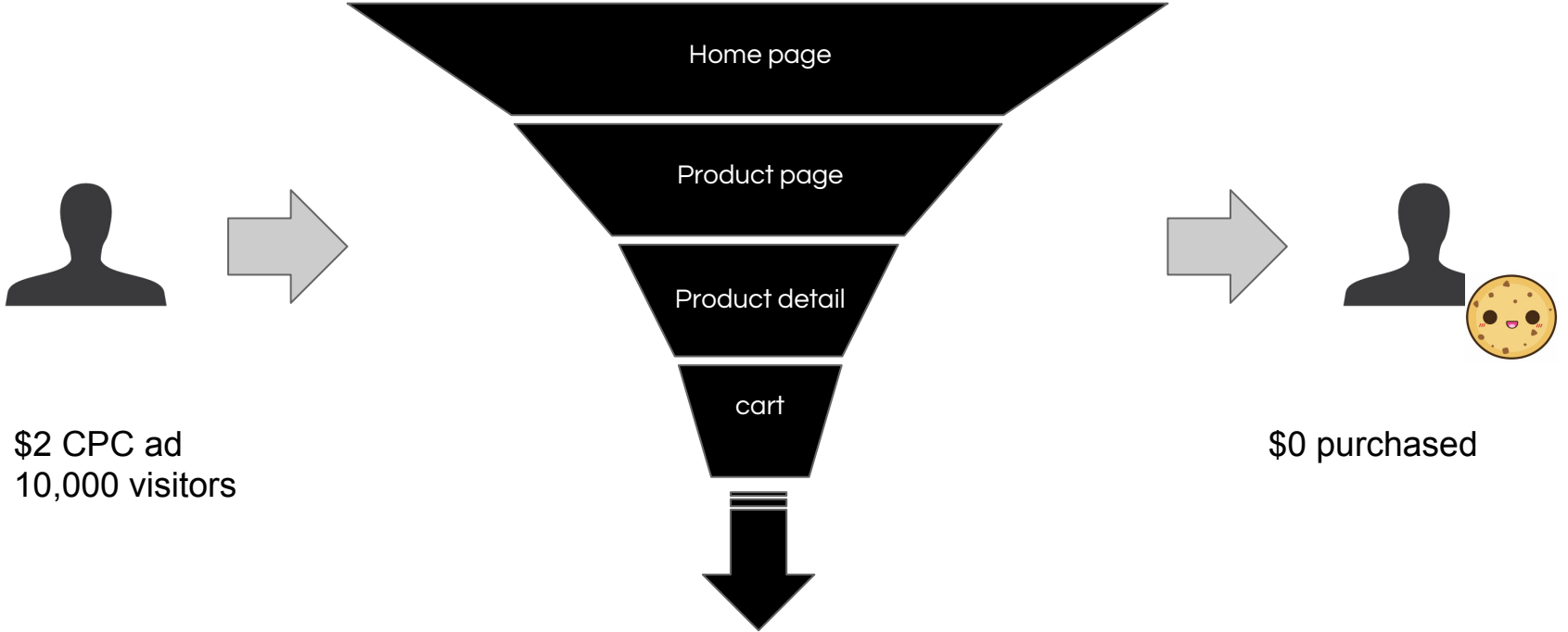




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# Identifying opportunities in numbers

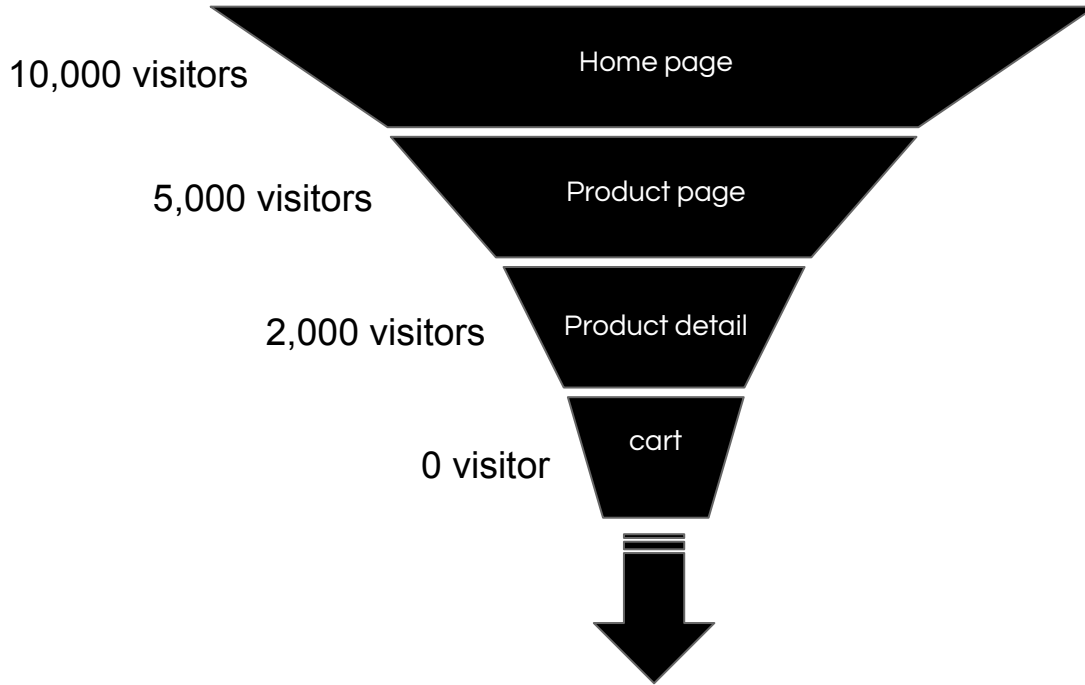




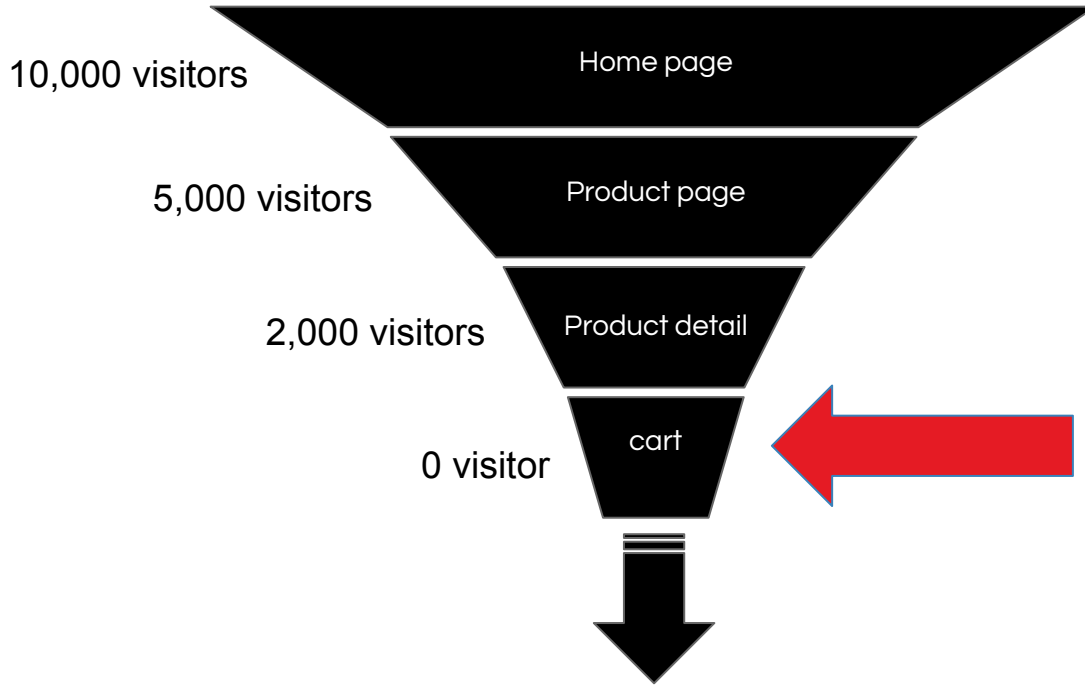
---

# Why didn't they buy?

Product sucks  
Wrong audience  
Bad design  
Price too high  
...







---

# **Last click attribution VS. Multi-Channel Funnel**

Search reports & help

- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- Users Flow
- Acquisition
- Behavior
- Conversions
- Goals
- Ecommerce
- Multi-Channel Funnels
  - Overview
  - Assisted Conversi...
  - Top Conversion P...**
  - Time Lag
  - Path Length
- Attribution

MCF Channel Grouping Path <sup>?</sup>		Conversions <sup>?</sup>	Conversion Value <sup>?</sup>
1.	Organic Search → Direct	28 (12.96%)	
2.	Organic Search → Direct × 2	22 (10.19%)	
3.	Organic Search → Direct × 3	18 (8.33%)	
4.	Referral → Direct	13 (6.02%)	
5.	Referral × 2	13 (6.02%)	
6.	Direct × 2	12 (5.56%)	
7.	Organic Search → Referral	9 (4.17%)	
8.	Direct × 3	6 (2.78%)	
9.	Referral → Organic Search	5 (2.31%)	
10.	Referral × 2 → Direct	4 (1.85%)	
11.	Referral × 2 → Organic Search → Direct	4 (1.85%)	
12.	Organic Search → Direct × 8	4 (1.85%)	
13.	Direct × 4	3 (1.39%)	
14.	Direct × 9	3 (1.39%)	
15.	Referral → Direct × 2	3 (1.39%)	
16.	Referral → Direct × 5	3 (1.39%)	

	Queries	Clicks ▼	Impressions	CTR	Position	
1	<a href="#">dr kris see penang</a>	4	23	17.39%	6.8	»
2	<a href="#">homegp</a>	4	11	36.36%	1.4	»
3	<a href="#">house call doctor kuala lumpur</a>	3	11	27.27%	3.0	»
4	<a href="#">klinik familycare</a>	1	1	100%	26.0	»
5	<a href="#">doctor on call malaysia</a>	1	42	2.38%	4.0	»
6	<a href="#">lim beng teck</a>	1	11	9.09%	2.5	»
7	<a href="#">home gp</a>	1	2	50%	3.5	»
8	<a href="#">klinik mediviron desa sri hartamas</a>	1	1	100%	24.0	»
9	<a href="#">house call service</a>	0	1	0%	4.0	»
10	<a href="#">nurse malaysia</a>	0	2	0%	53.5	»
11	<a href="#">kris see</a>	0	7	0%	7.4	»
12	<a href="#">zainal rashid &amp; partners</a>	0	1	0%	19.0	»
13	<a href="#">doctor home visit</a>	0	1	0%	4.0	»
14	<a href="#">www.homegp.org</a>	0	2	0%	6.0	»
15	<a href="#">asia doctor</a>	0	1	0%	23.0	»
16	<a href="#">selfmedication</a>	0	1	0%	27.0	»
17	<a href="#">uma kumaran</a>	0	1	0%	100.0	»
18	<a href="#">doctor malaysia</a>	0	2	0%	9.5	»



# Compare Search terms ▾

**Myrepublic**

Search term

**Singtel**

Telecommunicatio...

**M1 Limited**

Telecom company

**StarHub**

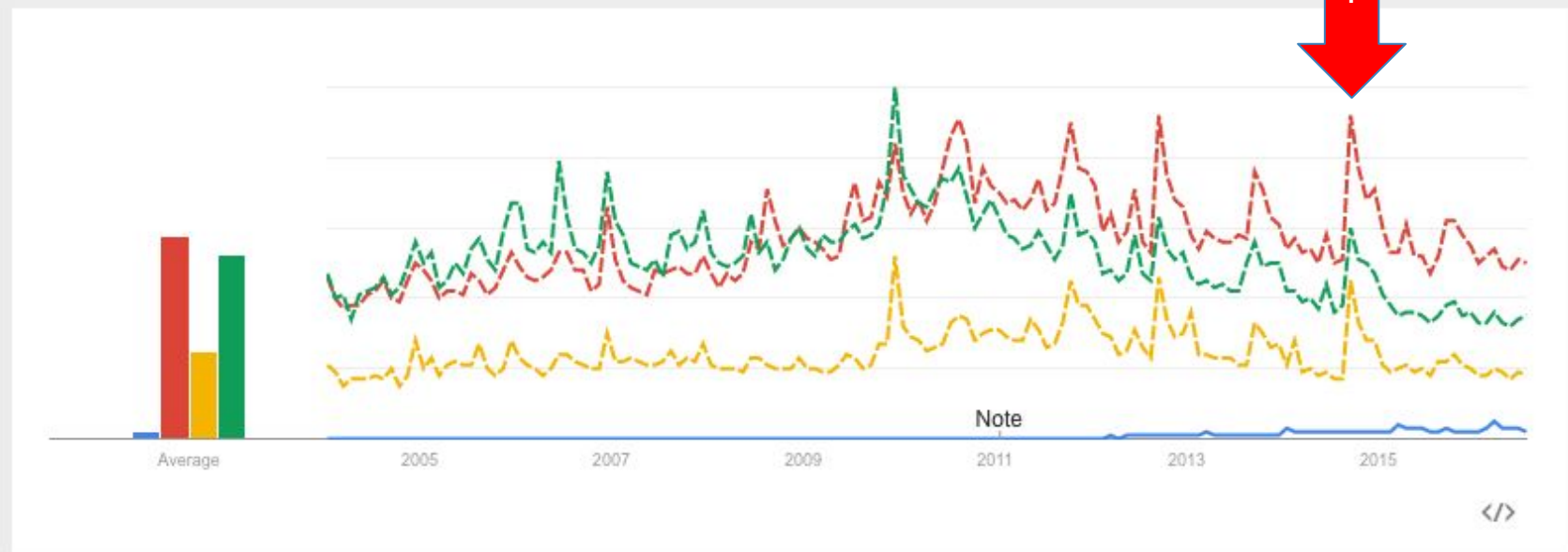
Telecommunicatio...

+ Add term

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option. [?](#)

## Interest over time [?](#)

News headline [?](#)  Forecast [?](#)



Search volume trends ↕

Average monthly searches



Ad group ideas

Keyword ideas

Columns ▾



Download

Add all (5)

Keyword (by relevance)	Avg. monthly searches <sup>?</sup>		Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
	Jul 2014 - Jun 2015	Jul 2015 - Jun 2016				
M1	90,500	90,500	Low	\$S\$0.30	-	»
Singtel	201,000	201,000	Low	\$S\$0.78	-	»
Starhub	165,000	165,000	Low	\$S\$0.44	-	»
broadband	480	720	Medium	\$S\$2.02	-	»
myrepublic	18,100	27,100	Low	\$S\$0.85	-	»



Campaigns

Templates

Lists

Reports

Automation

Help



<input type="checkbox"/>	<b>Previously Weekly Bytes 13 July (copy #1)</b> Report - Previously Singapore Weekly Newsletter Sent on Wed, Jul 13, 2016 12:00 pm	42 Subscribers	9.5% Opens	9.5% Clicks	View Report
<input type="checkbox"/>	<b>Previously Weekly Bytes 8 July (copy 1) (copy #1)</b> Report - Previously Singapore Weekly Newsletter Sent on Wed, Jul 06, 2016 12:00 pm	51 Subscribers	9.5% Opens	9.5% Clicks	View Report
<input type="checkbox"/>	<b>Previously Weekly Bytes 28 June (copy #2)</b> Report - Previously Singapore Weekly Newsletter Sent on Wed, Jun 28, 2016 11:48 am	51 Subscribers	10.0% Opens	12.0% Clicks	View Report
<input type="checkbox"/>	<b>Previously Weekly Bytes 22 June</b> Report - Previously Singapore Weekly Newsletter Sent on Wed, Jun 22, 2016 12:00 pm	21 Subscribers	19.0% Opens	19.0% Clicks	View Report
<input type="checkbox"/>	<b>Previously Weekly Bytes 15 June (copy #1)</b> Report - Previously Singapore Weekly Newsletter Sent on Wed, Jun 15, 2016 11:48 am	19 Subscribers	52.6% Opens	26.3% Clicks	View Report
<input type="checkbox"/>	<b>Previously Weekly Bytes 8 June (Official)</b> Report - Previously Singapore Weekly Newsletter Sent on Wed, Jun 08, 2016 11:48 am	13 Subscribers	69.2% Opens	30.8% Clicks	View Report

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# Know your competitions



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**“If you know the enemy and know yourself, you need not fear the result of a hundred battles.”**

**— Sun Tzu, The Art of War**

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# Say hello to your 2 friends:



**SimilarWeb**

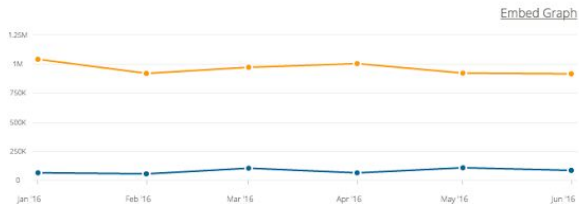


Global Rank	Country Rank	Category Rank
Worldwide	Singapore	Travel > Tourism
wego.com.sg: #374,441 ↓	wego.com.sg: #2,952 ↓	wego.com.sg: #5,031 ↓
skyscanner.com.sg: #36,144 ↓	skyscanner.com.sg: #151 ↑	skyscanner.com.sg: #360 ↑

## Traffic Overview

### Total Visits

On desktop & mobile web, in the last 6 months



### Engagement

visits	83.0K	914.7K
time on site	00:01:57	00:05:19
Pages per Visit	2.68	5.34
Bounce Rate	48.58%	36.04%

### Traffic Sources

On desktop

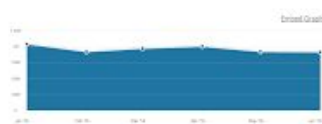


Global Rank Worldwide **#36,144**↓

Country Rank Singapore **#151**↑

Category Rank Travel & Tourism **#360**↑

## Traffic Overview



Total Visits **914,70K**

Avg. Visit Duration **00:05:19**

Pages per Visit **5.34**

Bounce Rate **36.94%**

## Traffic by countries

to desktop



Singapore **87.47%**

Malaysia **1.61%**

United States **1.40%**

United Kingdom **0.97%**

Uganda **0.87%**

[See 44 more countries](#)

to desktop



## Referrals

**14.88%**  
Of traffic is from Referrals

### Top Referring Sites

- flycamer.com
- order.mal.flycamer.com
- flycamer.com.my
- globe.flycamer.net
- flycamer.com.hk

[See 25 more Referring Sites](#)

### Top Destination Sites

- booking.agora.com
- travel.com
- booking.airmal.com
- expedia.com.sg
- agoda.com

[See 177 More Destination Sites](#)

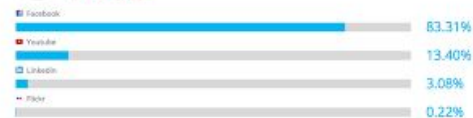
## Search

**36.18%**  
Of traffic is from Search



## Social

**1.98%**  
Of traffic is from Social



[See More Social Traffic](#)

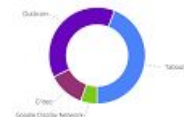
## Display Advertising

**0.77%**  
Of traffic is from Display Ads

### Top Publishers

- jetcitytoday

### Top Ad Networks



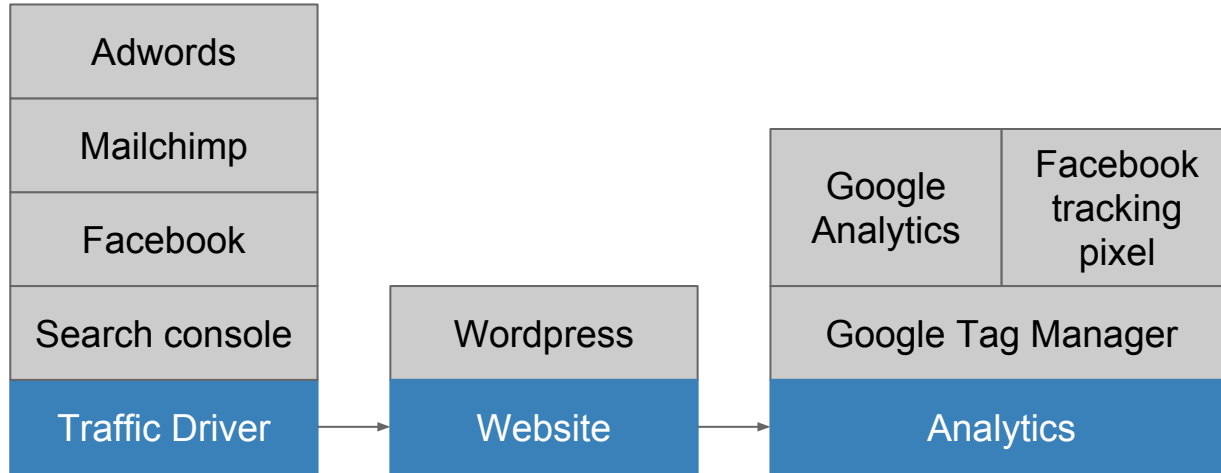
# Moz.com open site explorer


	starhub.com/ <i>(default)</i>	m1.com.sg/ <a href="#">remove</a>	singtel.com/ <a href="#">remove</a>	myrepublic.com.. <a href="#">remove</a>	<a href="#">Add URL</a>
Domain Authority <sup>ⓘ</sup>	<b>65</b>	<b>50</b>	✓ <b>67</b>	<b>39</b>	
Domain MozRank <sup>ⓘ</sup>	✓ 6.25	5.33	6.14	4.58	
Domain MozTrust <sup>ⓘ</sup>	✓ 6.24	5.72	6.24	4.78	
Internal Equity-Passing Links <sup>ⓘ</sup>	401k	2,738	✓ 1.2m	1,931	
External Equity-Passing Links <sup>ⓘ</sup>	42,869	4,594	✓ 62,277	130	
Total Equity-Passing Links: <sup>ⓘ</sup>	443k	7,332	✓ 1.2m	2,061	
Total Internal Links <sup>ⓘ</sup>	417k	2,838	✓ 1.2m	2,033	
Total External Links <sup>ⓘ</sup>	44,590	4,809	✓ 83,844	161	
Total Links <sup>ⓘ</sup>	462k	7,647	✓ 1.3m	2,194	
Followed Linking Root Domains <sup>ⓘ</sup>	960	383	✓ 1,779	43	
Total Linking Root Domains <sup>ⓘ</sup>	1,144	473	✓ 2,524	52	
Linking C Blocks <sup>ⓘ</sup>	507	223	✓ 886	37	
■ Equity-Passing Links <sup>ⓘ</sup> vs ■ Non-Equity-Passing Links <sup>ⓘ</sup>					
■ Internal Links vs ■ External Links					

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# Cheatsheet: Working together with your business

## Proposed setup





## Getting your business ready

### Web analytics

- ▶ Google Analytics setup
- ▶ Webmaster tool search console
- ▶ Google Adwords
- ▶ Link all 3 above in Google Analytics

### Social network:

- ▶ Facebook tracking pixel on website

### Mailchimp



## Additional Reading

"Your competition will use this book to outgrow you."

- Mike Volpe, Hubspot

THE LEAN SERIES

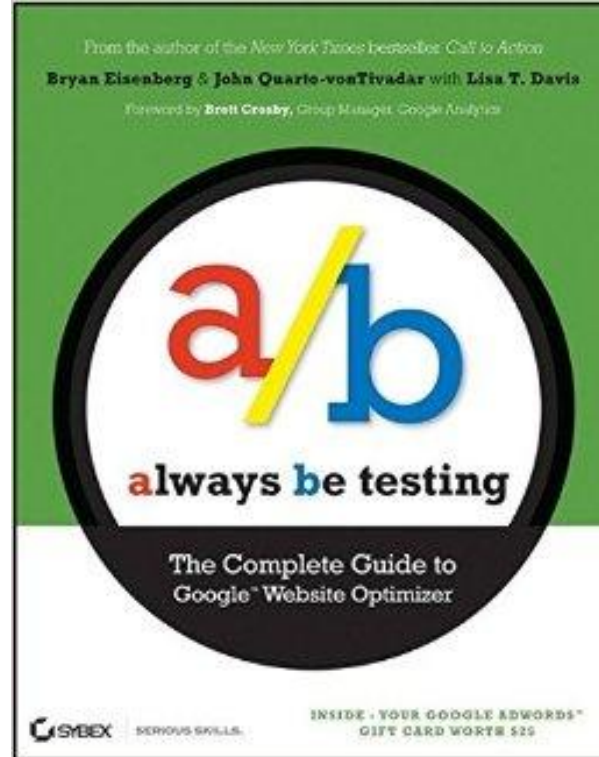
Alistair Croll & Benjamin Yoskovitz

# LEAN ANALYTICS

Use Data to Build a  
Better Startup Faster

O'REILLY

Eric Ries, Series Editor





## Useful links

- ▶ <https://www.google.com.sg/partners/>
- ▶ <https://analytics.google.com/analytics/web/>
- ▶ <https://www.google.com/analytics/tag-manager/>
- ▶ [https://support.google.com/analytics/answer/1033867?hl=en#url\\_builder\\_form](https://support.google.com/analytics/answer/1033867?hl=en#url_builder_form)
- ▶ <https://www.google.com/webmasters/tools/home?hl=en>
- ▶ [https://www.en.advertisercommunity.com/t5/Google-Analytics/ct-p/Google\\_Analytics](https://www.en.advertisercommunity.com/t5/Google-Analytics/ct-p/Google_Analytics)
- ▶ <http://mailchimp.com/>
- ▶ <https://www.optimizely.com/>

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# LASTLY...

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**HYPOTHESIZE  
TEST  
MEASURE  
REPEAT**

---

# Thank You

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# Q&A