



Language
Cert

Monitoring digital campaigns results
using Google Analytics

About LanguageCert

LanguageCert is a business name of
PeopleCert Qualifications Ltd,
UK company No. 09620926

- **A PeopleCert Group** company
- **Language skills assessment & certification**
Awarding Organisation, recognised **by Ofqual & Qualifications Wales**
- **Develops** own language qualifications
- **Partners with renowned organisations worldwide** to offer high-quality language skills assessment and certification
- **Global provider of SELT exams** for the UKVI as of April 2020
- **State-of-the-art, innovative & flexible exam administration**
technologies and systems offered by PeopleCert
- **24/7/365** excellent Customer Service

LanguageCert International presence with Approved Test Centres

in 50+ countries



PeopleCert International presence

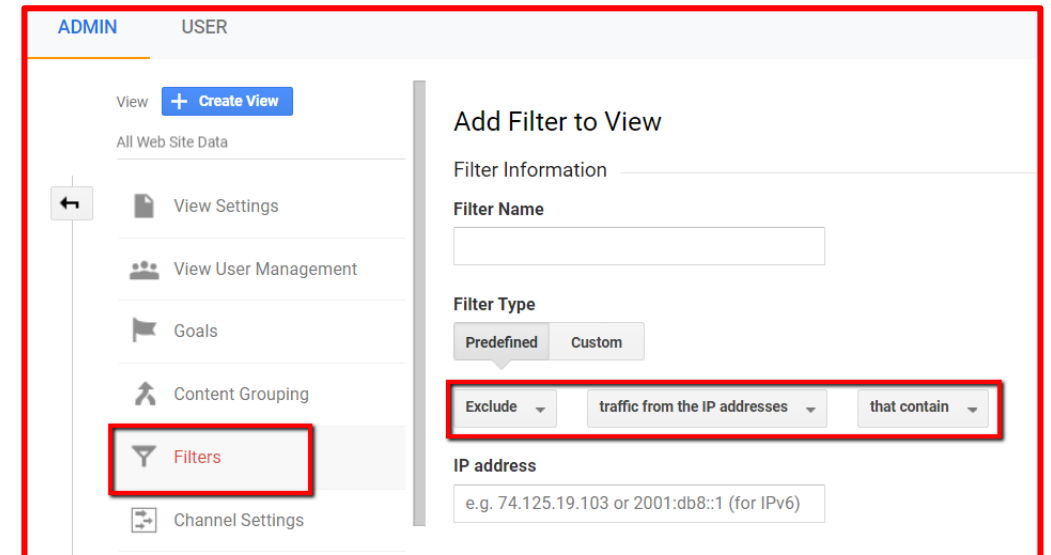
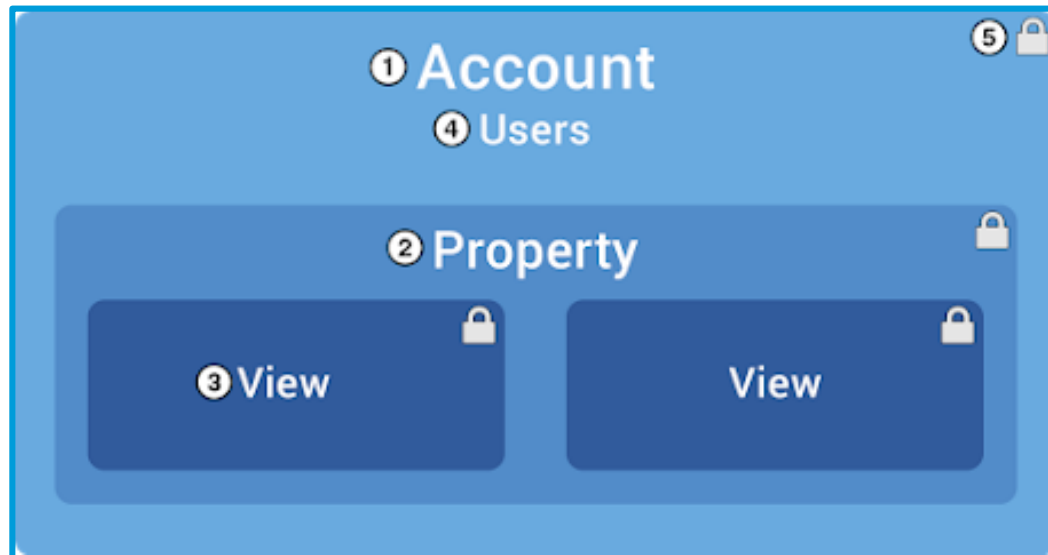
- 5M+ certified Business & IT professionals
- 10,000+ test centres worldwide
- innovative online proctoring technology



Google Analytics implementation

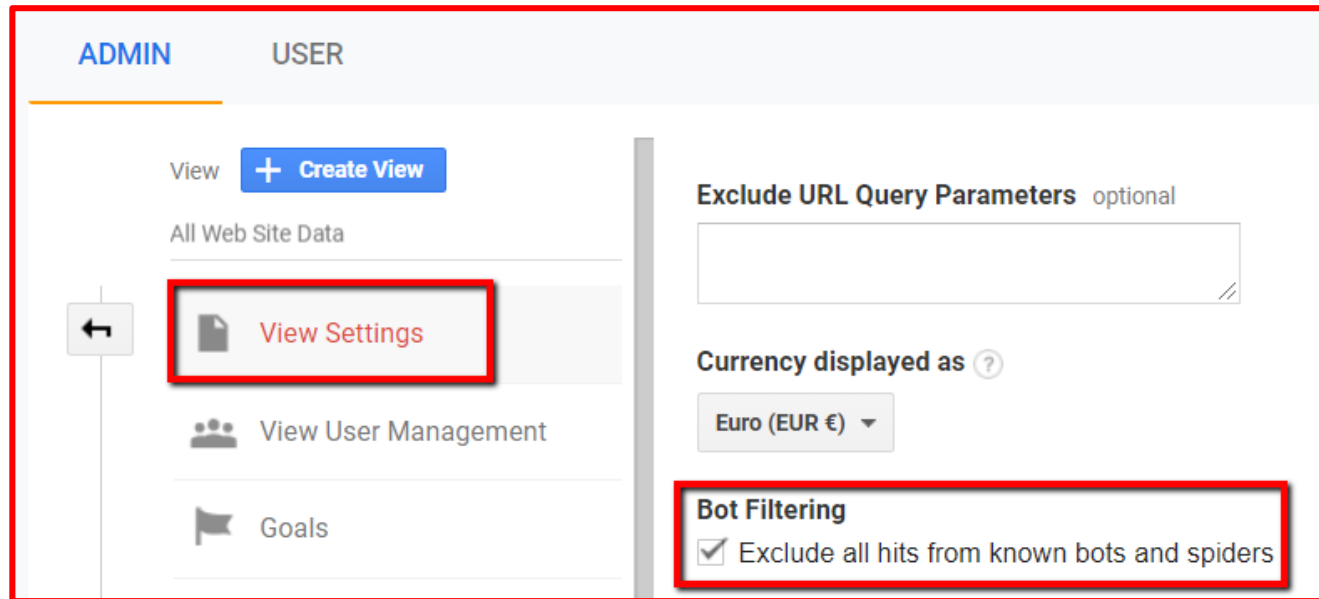
Account setup tips

- One property per website under your account and ...
- ... create filtered views to filter out internal traffic
- (but also keep a raw data view)



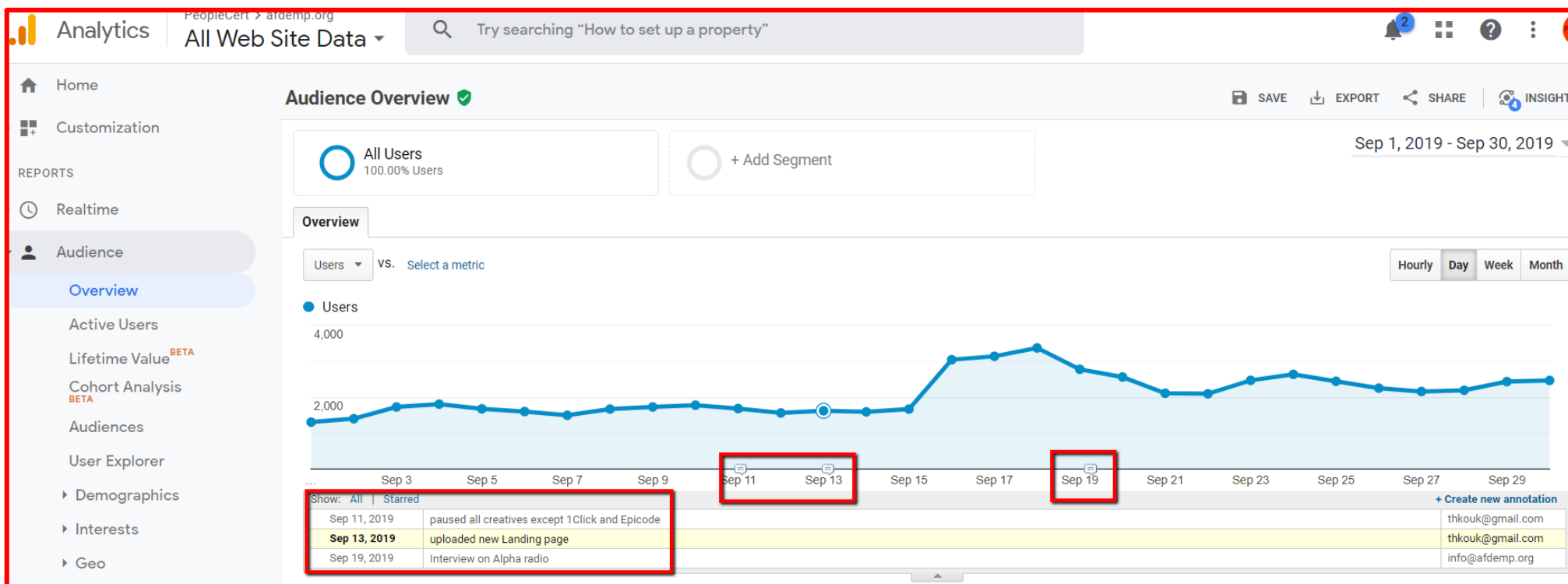
Google Analytics implementation tips

- Enable bot filtering (known bots' exclusion)



Google Analytics implementation tips

- Keep notes of your changes inside Analytics using annotations
- Use to log campaign launches, optimizations or website experiments
- Easily spot the effect of your changes and explain traffic patterns



Google Analytics implementation tips

- Activate “Google signals”:
 - cross device tracking, reporting
 - enable enhanced Audience and Demographics reporting
 - enable advertising features integration such as remarketing on Google analytics audiences
-
- BUT:
 - remember to make the necessary privacy disclosures and get permissions from your end users

Activate Google signals

Advertising Features are being enhanced to help you better understand your customers across devices using Google's signed-in data. This new setting upgrades your existing Advertising Features controls and enables:



New Cross Device capabilities ?



More insights using Google data ?



All existing Advertising Features ?

When you choose to activate Google Signals, Google Analytics will associate the visitation information it collects from your site and/or apps with Google information from accounts of signed-in users who have consented to this association for the purpose of ads personalization. This Google information may include end user location, search history, YouTube history, and data from sites that partner with Google—and is used to provide aggregated and anonymized insights into your users' cross device behaviors. By enabling these features, you acknowledge you have the necessary privacy disclosures and rights from your end users for such association, and that such data may be accessed and/or deleted by end users via [My Activity](#). These features are also subject to the Google Analytics [Advertising Features policies](#).

Activate for all properties in this account.

REVIEW YOUR DATA SHARING SETTINGS

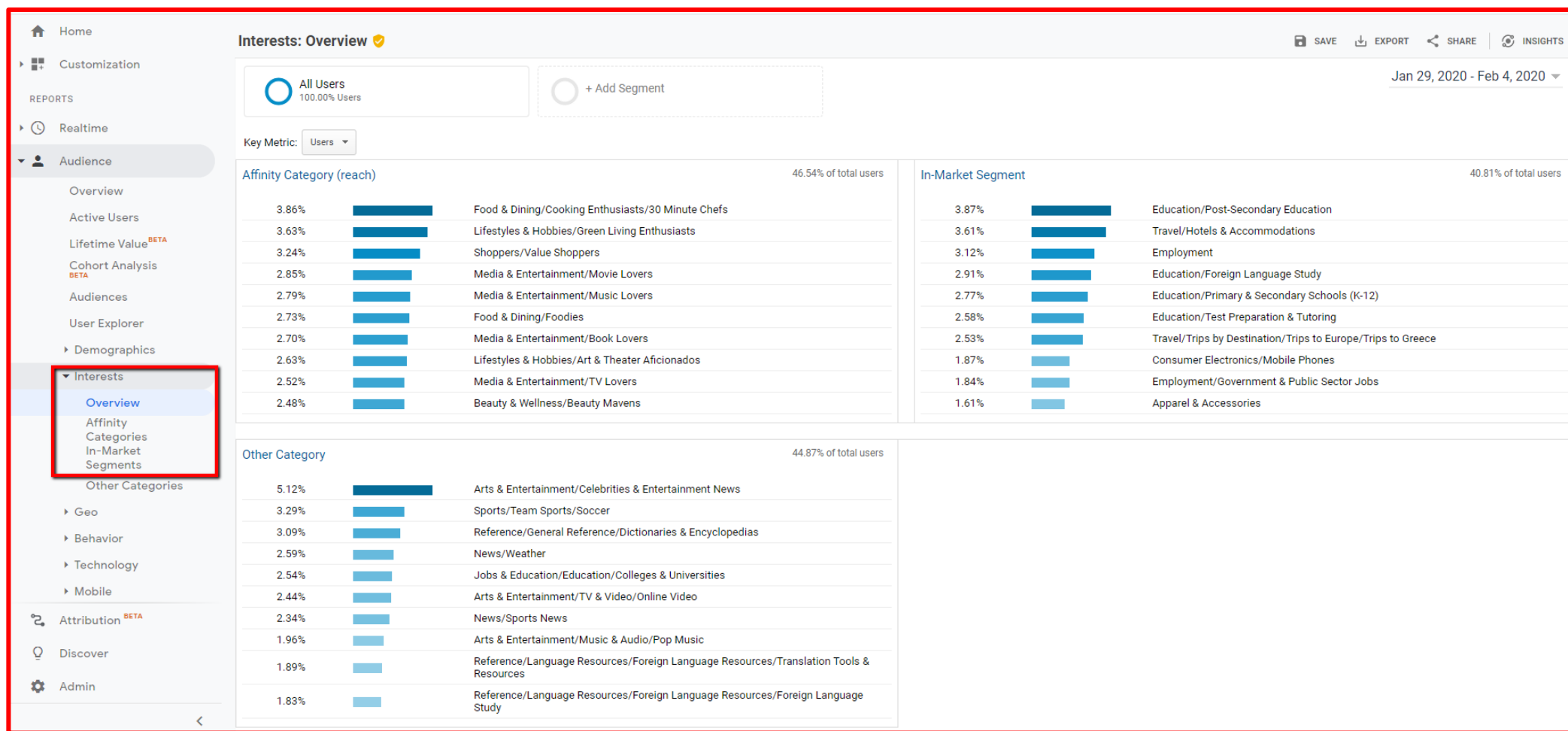
You **have** enabled data sharing to help improve Google's products and services. The data sharing setting will also apply to authenticated visitation data collected by Google signals which is associated with Google user accounts. You acknowledge that you have the necessary rights from your end users, including disclosures in your privacy policy to share this data with Google. Enhanced Demographics and Interests Reporting is available only if you have enabled data sharing with Google. Click [here](#) to review your data sharing settings.

ACTIVATE

DECIDE LATER

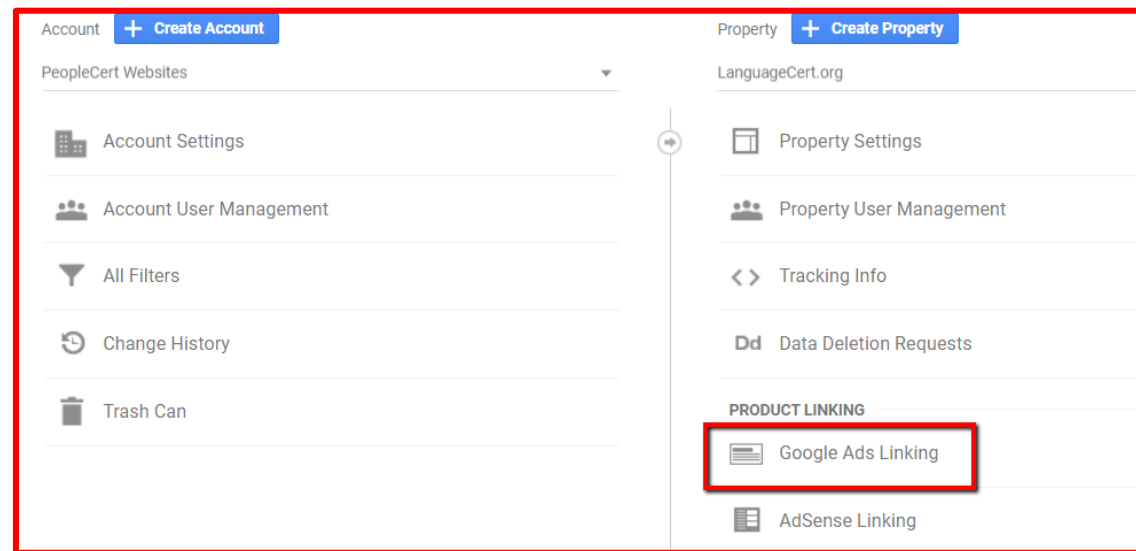
Google Analytics implementation tips

- enhanced Audience and Demographics reporting



Tracking traffic sources

- Link Google Analytics to Google Ads to:
 - Automatically track Google ads traffic within Google Analytics
 - Import Analytics goals and e-commerce transactions into your Google ads account
 - Import Analytics metrics like bounce rate, avg. session duration, and pages/session into your Google ads account
 - Enhance your Google ads remarketing with Analytics remarketing



Tracking traffic sources with UTM parameters

- Plain link:

<https://www.languagecert.org/>

- UTM tagged link:

https://www.languagecert.org/?utm_source=PASSPORT&utm_medium=email&utm_campaign=52-Register-your-Exam

Acquisition

Overview

All Traffic

Google Ads

Search Console

Social

Campaigns

All Campaigns

Paid Keywords

Organic Keywords

Cost Analysis

Behavior

Conversions

Attribution

Primary Dimension: Campaign

Source

Medium

Source / Medium

Other

Plot Rows

Secondary dimension: Source / Medium

Sort Type: Default

Advanced Filter ON

edit

	Campaign	Source / Medium	Acquisition			Behavior			Conversions		
			Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	View Product Page (ESOL) (Goal 4 Conversion Rate)	View Product Page (ESOL) (Goal 4 Completions)	View Product Page (ESOL) (Goal 4)
			229 % of Total: 2.74% (8,350)	157 % of Total: 2.26% (6,952)	397 % of Total: 3.43% (11,573)	41.56% Avg for View: 62.52% (-33.53%)	2.82 Avg for View: 2.46 (14.64%)	00:03:21 Avg for View: 00:01:59 (69.24%)	11.84% Avg for View: 13.07% (-9.44%)	47 % of Total: 3.11% (1,513)	€ % of Total: 0.00%
	1. asep-2020-moe	ecd.l.gr / referral	136 (57.63%)	126 (80.25%)	170 (42.82%)	63.53%	2.28	00:02:33	18.24%	31 (65.96%)	€0.00
	2. 52-Register-your-Exam	PASSPORT / email	52 (22.03%)	17 (10.83%)	133 (33.50%)	11.28%	3.95	00:04:02	10.53%	14 (29.79%)	€0.00
	3. 85-Exam-Reminder-Email	PASSPORT / email	8 (3.39%)	1 (0.64%)	16 (4.03%)	6.25%	2.81	00:11:28	0.00%	0 (0.00%)	€0.00
	4. 27-Your-LanguageCert-Exam-results-are-ready-Pass	PASSPORT / email	7 (2.97%)	3 (1.91%)	8 (2.02%)	62.50%	2.12	00:02:34	0.00%	0 (0.00%)	€0.00
	5. antalaya-event	facebook / post	6 (2.54%)	3 (1.91%)	17 (4.28%)	52.94%	1.53	00:01:36	0.00%	0 (0.00%)	€0.00

Tracking traffic sources

- Add "UTM" parameters to all external links to your website that you can control:
 - Newsletter campaigns
 - Social media organic posts
 - Facebook / LinkedIn ads and other paid campaigns
 - Press releases on 3rd party sites
- Use Google's campaign URL Builder:
 - <https://ga-dev-tools.appspot.com/campaign-url-builder/>

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

* Campaign Medium

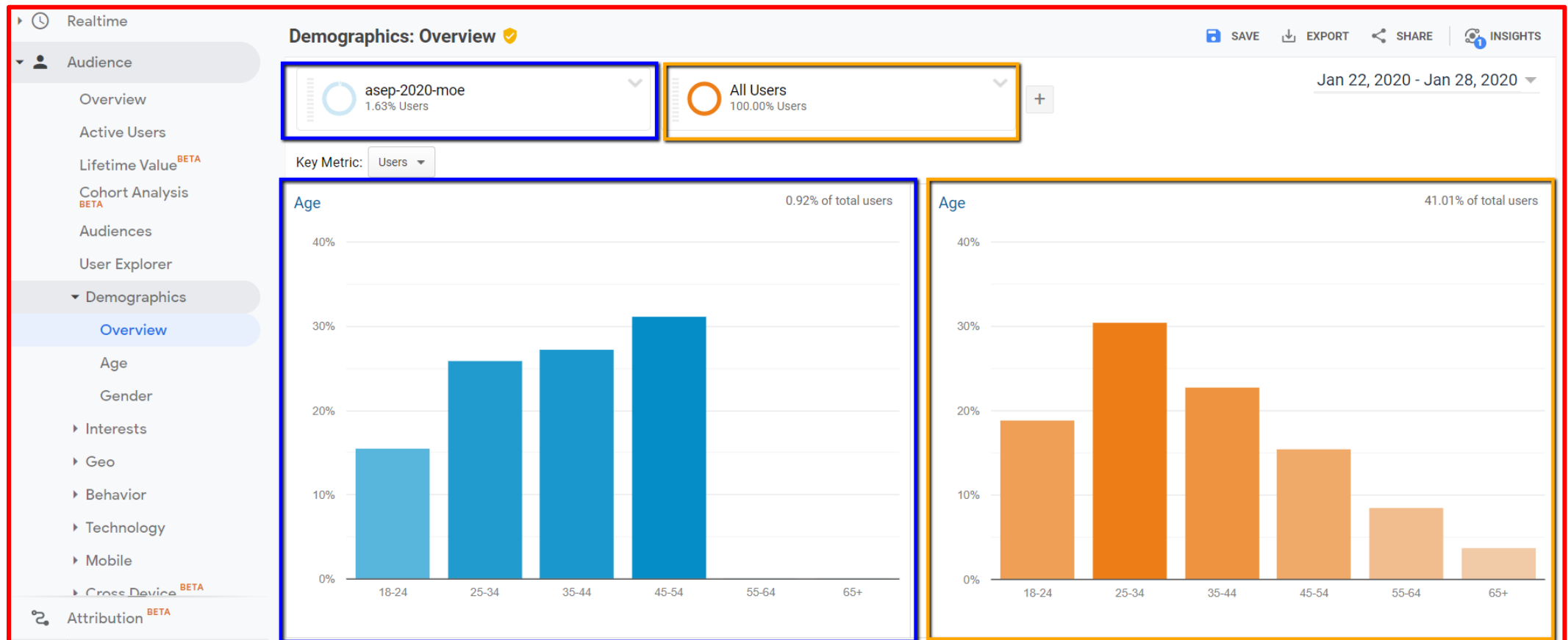
Marketing medium: (e.g. `cpc`, `banner`, `email`)

* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

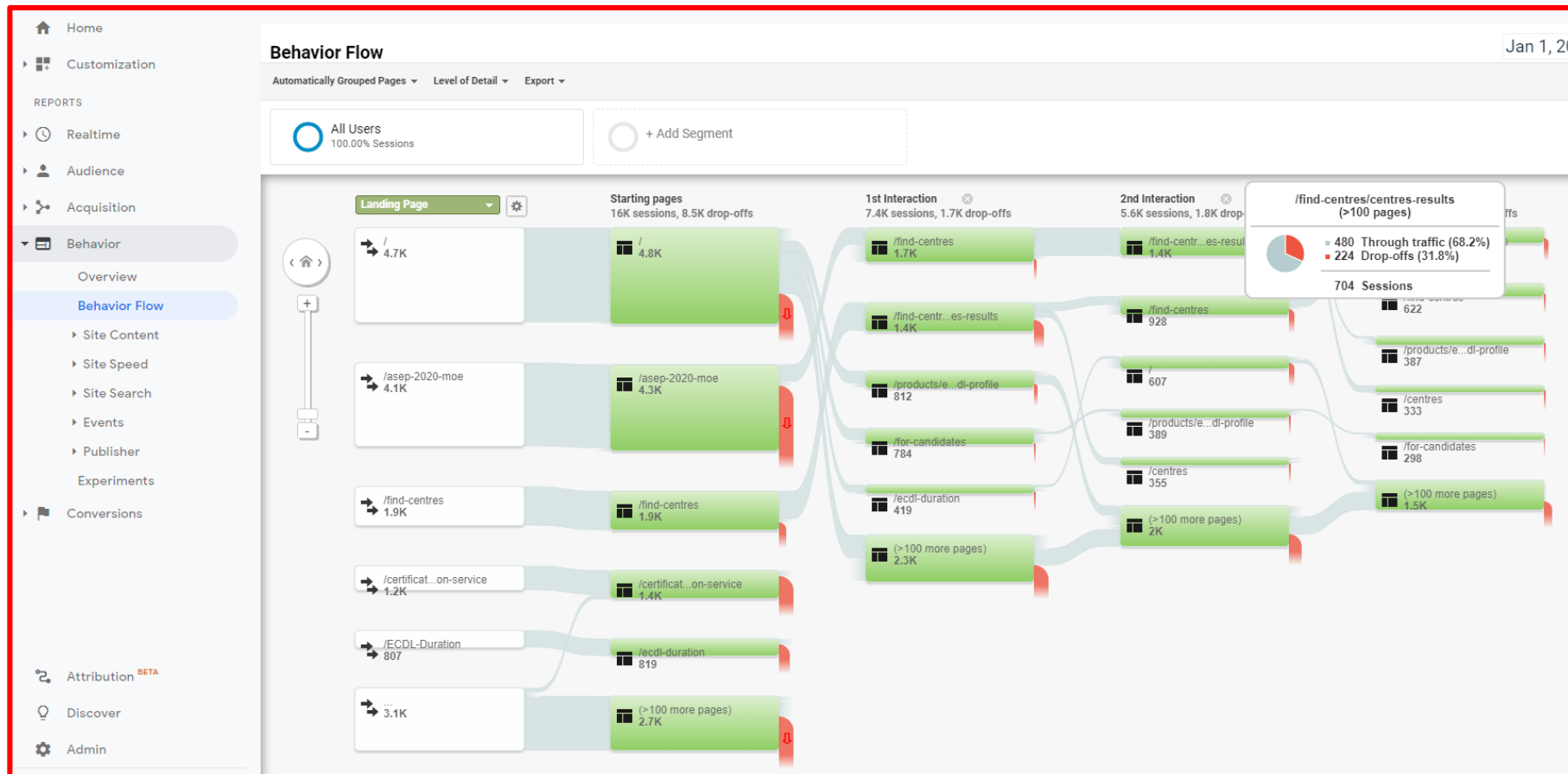
Learn more about your audience

- Check audience Demographics, Interests, Geos, Technology used and build your audience personas
- Use Google Analytics segments feature to break down your audience



Learn how the users navigate in your website

- Identify top landing pages
- Determine the user flow through their next steps on your website
- Identify drop-offs and top exit pages



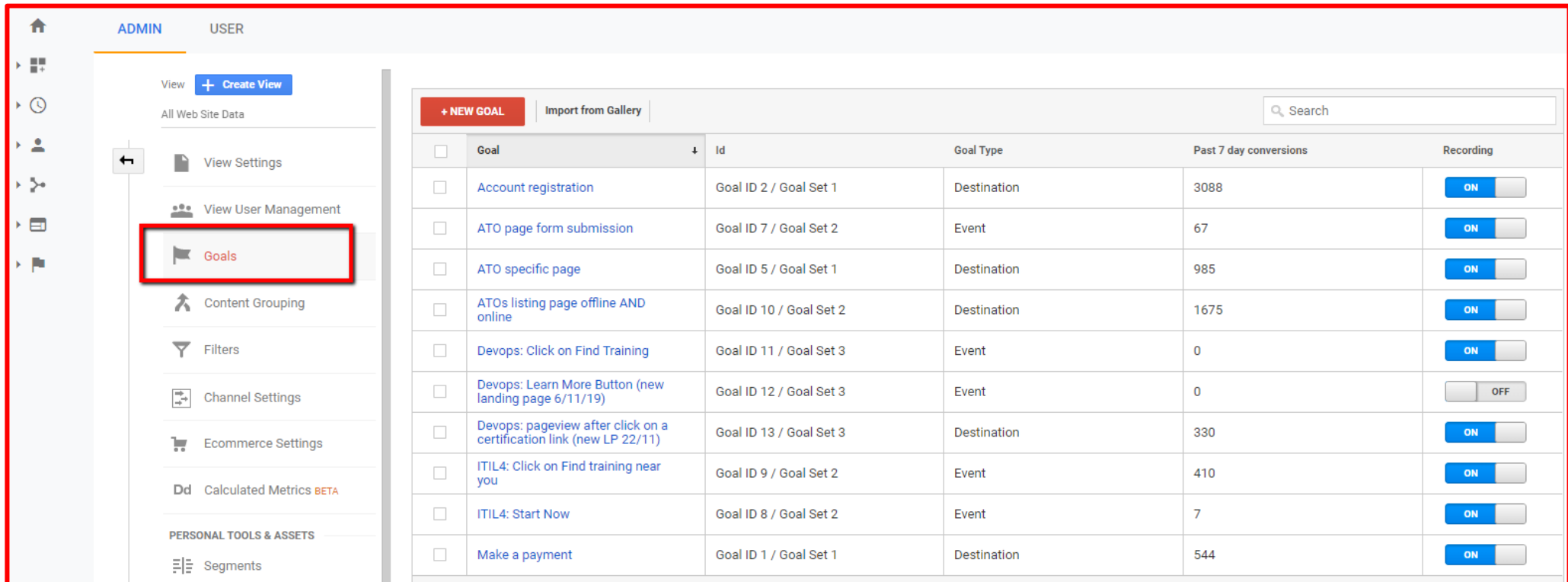
Monitor page load time

- Are your top landing pages fast enough?
- Identify top pages to optimize for speed
- According to 2018 research by Google, 53% of mobile users leave a site that takes longer than three seconds to load (while the avg site takes 15 sec to load on mobile)



Measuring goals

- Always setup goals for key actions that you need users to take on your website such as:
 - click on a call to action button
 - view of an important page
 - lead generation form submit
 - newsletter signup
 - view of a video



The screenshot shows the Google Analytics 'Goals' management interface. The left sidebar contains a menu with 'Goals' highlighted. The main content area displays a table of goals with columns for Goal, Id, Goal Type, Past 7 day conversions, and Recording status.

Goal	Id	Goal Type	Past 7 day conversions	Recording
Account registration	Goal ID 2 / Goal Set 1	Destination	3088	ON
ATO page form submission	Goal ID 7 / Goal Set 2	Event	67	ON
ATO specific page	Goal ID 5 / Goal Set 1	Destination	985	ON
ATOs listing page offline AND online	Goal ID 10 / Goal Set 2	Destination	1675	ON
Devops: Click on Find Training	Goal ID 11 / Goal Set 3	Event	0	ON
Devops: Learn More Button (new landing page 6/11/19)	Goal ID 12 / Goal Set 3	Event	0	OFF
Devops: pageview after click on a certification link (new LP 22/11)	Goal ID 13 / Goal Set 3	Destination	330	ON
ITIL4: Click on Find training near you	Goal ID 9 / Goal Set 2	Event	410	ON
ITIL4: Start Now	Goal ID 8 / Goal Set 2	Event	7	ON
Make a payment	Goal ID 1 / Goal Set 1	Destination	544	ON

Compare different attribution models

- We are used to “Last Click” attribution
- Need to check the effect of applying other attribution models
- No “one size fits all” attribution model

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

Goals

Ecommerce

Multi-Channel Funnels

Overview

Assisted Conversions

Top Conversion Paths

Time Lag

Path Length

Model Comparison Tool

Attribution BETA

Model Comparison Tool

Dec 1, 2019 - Feb 5, 2020

Conversion Segments

Export

Save

Conversion: 1 Conversion Type Selected

Type: All Google Ads

Lookback Window: Set 30 days prior to conversion

% of conversions: 80.91%

Last Interaction

vs

First Interaction

vs

Select model

Primary Dimension: MCF Channel Grouping

Default Channel Grouping

Source / Medium

Source

Medium

Other

Channel Groupings

Secondary dimension

advanced

MCF Channel Grouping	Spend (for selected time range)	Conversions & CPA				% change in Conversions (from Last Interaction)	
		Last Interaction		First Interaction			
		Conversions	CPA	Conversions	CPA		
1. Direct	—	3,081.00 (38.26%)	—	2,146.00 (26.65%)	—	-30.35% +	
2. Paid Search	€16,670.55	2,466.00 (30.62%)	€6.76	3,091.00 (38.38%)	€5.39	25.34% +	
3. Organic Search	—	1,619.00 (20.10%)	—	1,982.00 (24.61%)	—	22.42% +	
4. Referral	—	457.00 (5.67%)	—	520.00 (6.46%)	—	13.79% +	
5. Display	€1,233.60	315.00 (3.91%)	€3.92	188.00 (2.33%)	€6.56	-40.32% +	
6. Social Network	—	103.00 (1.28%)	—	110.00 (1.37%)	—	6.80% +	
7. Email	—	7.00 (0.09%)	—	10.00 (0.12%)	—	42.86% +	
8. (Other)	—	5.00 (0.06%)	—	6.00 (0.07%)	—	20.00% +	

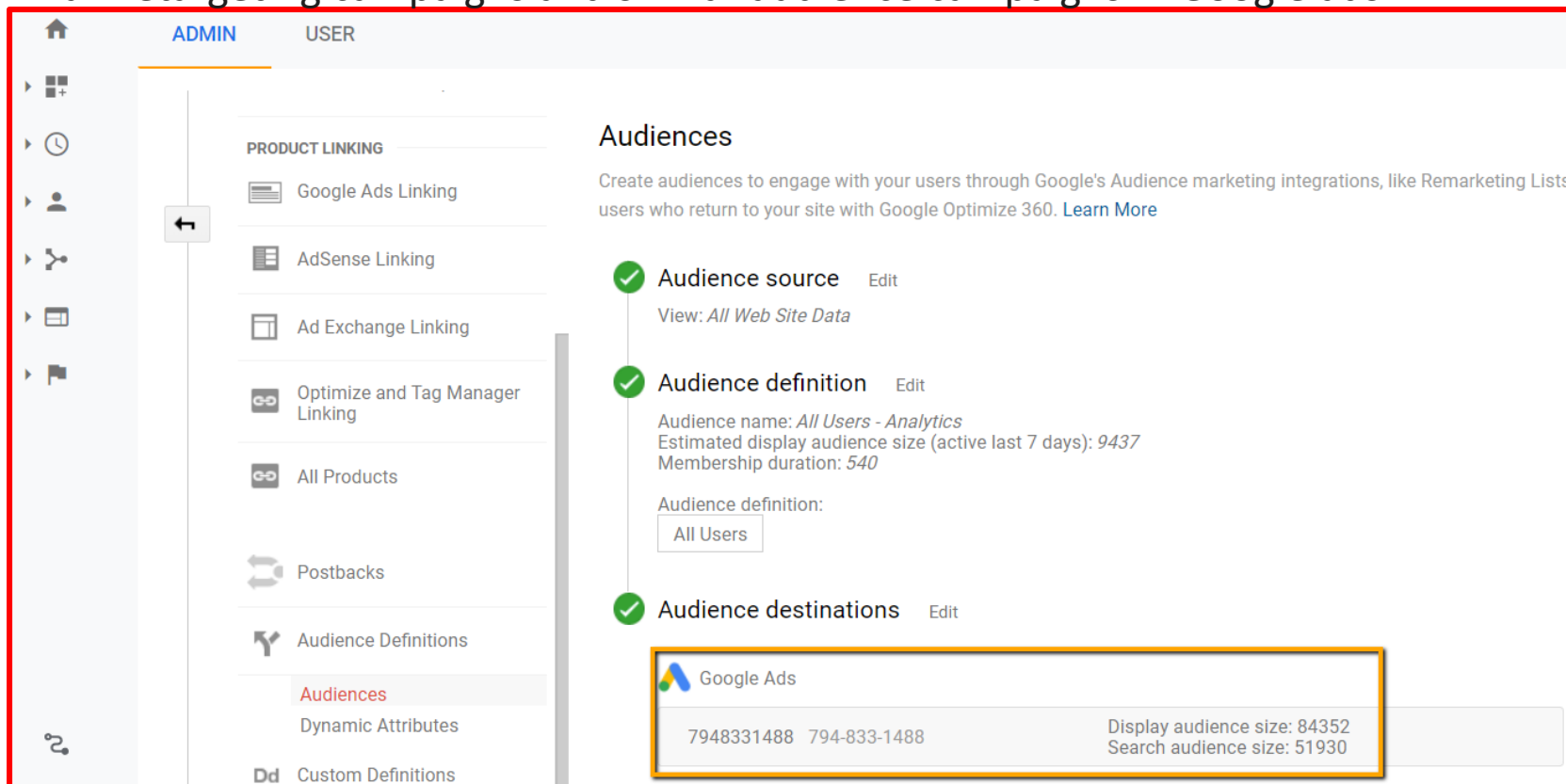
Show rows: 10

Go to: 1

1 - 8 of 8

Create custom audiences

- “All users” audience but also audience based on goal completions
- ... and then import them to Google ads
- Run retargeting campaigns and similar audience campaigns in Google ads



ADMIN **USER**

PRODUCT LINKING

- Google Ads Linking
- AdSense Linking
- Ad Exchange Linking
- Optimize and Tag Manager Linking
- All Products
- Postbacks
- Audience Definitions
- Audiences**
- Dynamic Attributes
- Custom Definitions

Audiences

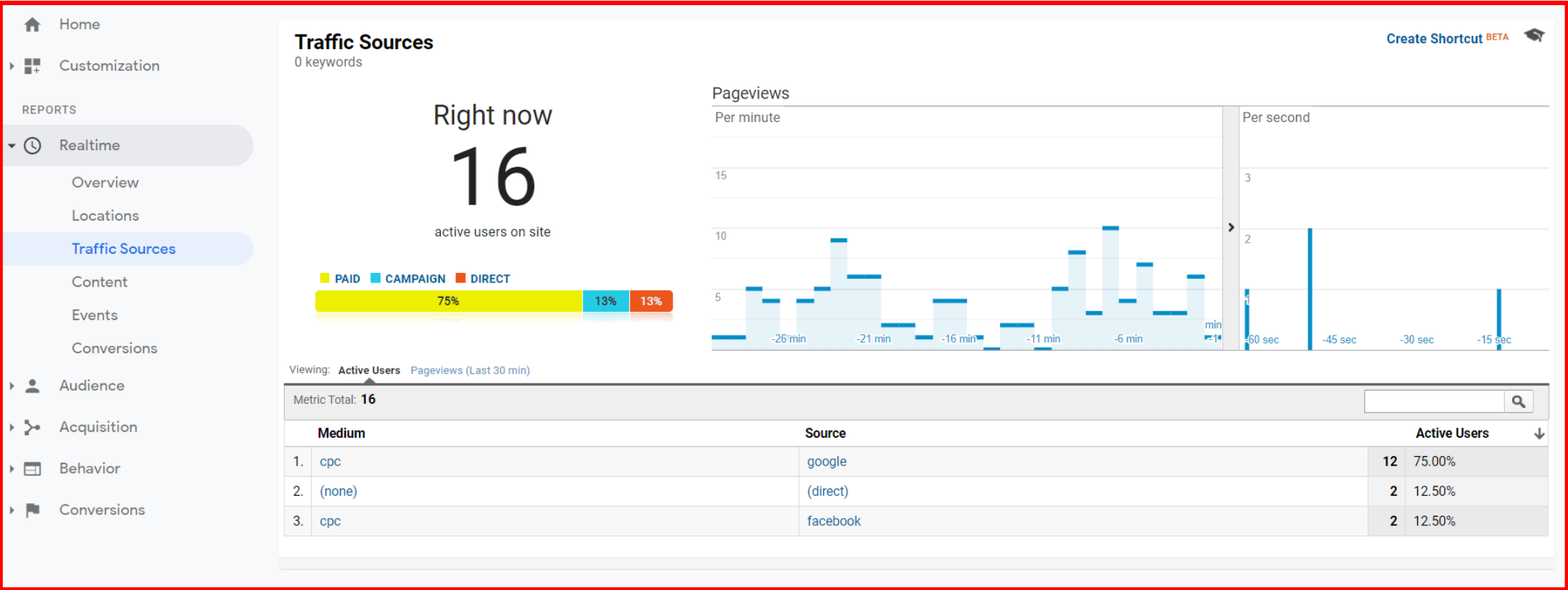
Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing Lists users who return to your site with Google Optimize 360. [Learn More](#)

- ✓ **Audience source** [Edit](#)
View: *All Web Site Data*
- ✓ **Audience definition** [Edit](#)
Audience name: *All Users - Analytics*
Estimated display audience size (active last 7 days): *9437*
Membership duration: *540*
Audience definition:
- ✓ **Audience destinations** [Edit](#)

Google Ads		
7948331488	794-833-1488	Display audience size: 84352 Search audience size: 51930

Real time monitoring

- Check when a campaign goes live
- Make real time sanity checks, e.g. for Geo targeting and landing pages



Getting alerts

Get email alerts in cases such as:

- traffic spikes (-> did you earn a new high traffic link?)
- campaign traffic fluctuations (-> has your campaign budget been depleted?)
- campaign performance drop (-> do you need to renew creatives?)

Alert name:

Apply to: and

Period:

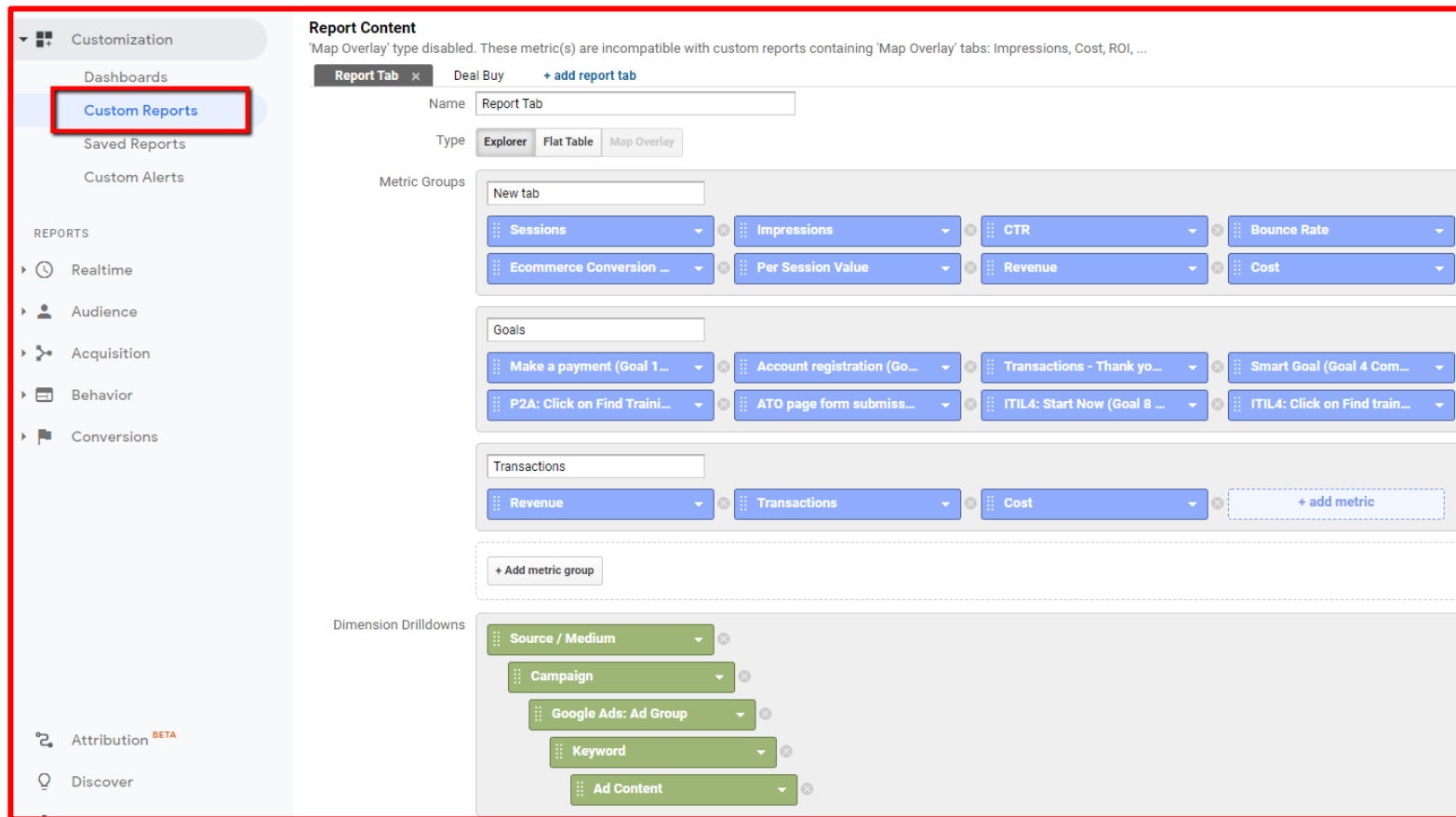
☒ Send me an email when this alert triggers. Also include

Alert Conditions

This applies to	Condition	Value
<input type="text" value="Medium"/>	<input type="text" value="Matches exactly"/>	<input type="text" value="cpc"/>
Alert me when	Condition	Value
<input type="text" value="Sessions"/>	<input type="text" value="% decreases by more than"/>	<input type="text" value="30 %"/>
		Compared to <input type="text" value="Previous day"/>

Building custom reports

- Gather all the metrics and KPIs that matter in a single view
- Share with other stakeholders



The screenshot displays the Google Analytics Custom Reports configuration interface. On the left sidebar, the 'Custom Reports' option is highlighted with a red rectangle. The main area is titled 'Report Content' and includes a warning: 'Map Overlay' type disabled. These metric(s) are incompatible with custom reports containing 'Map Overlay' tabs: Impressions, Cost, ROI, ...

The interface is divided into several sections for building the report:

- Report Tab:** Shows the current tab name 'Report Tab' and its type 'Explorer'.
- Metric Groups:** A section for adding metrics, currently containing:
 - Sessions:** Impressions, CTR, Bounce Rate, Ecommerce Conversion, Per Session Value, Revenue, Cost.
 - Goals:** Make a payment (Goal 1...), Account registration (Go...), Transactions - Thank yo..., Smart Goal (Goal 4 Com...), P2A: Click on Find Traini..., ATO page form submiss..., ITIL4: Start Now (Goal 8 ...), ITIL4: Click on Find train...
 - Transactions:** Revenue, Transactions, Cost, and a '+ add metric' button.
- Dimension Drilldowns:** A section for adding dimensions, currently containing: Source / Medium, Campaign, Google Ads: Ad Group, Keyword, and Ad Content.

At the bottom left, there are links for 'Attribution BETA' and 'Discover'.

Building custom reports

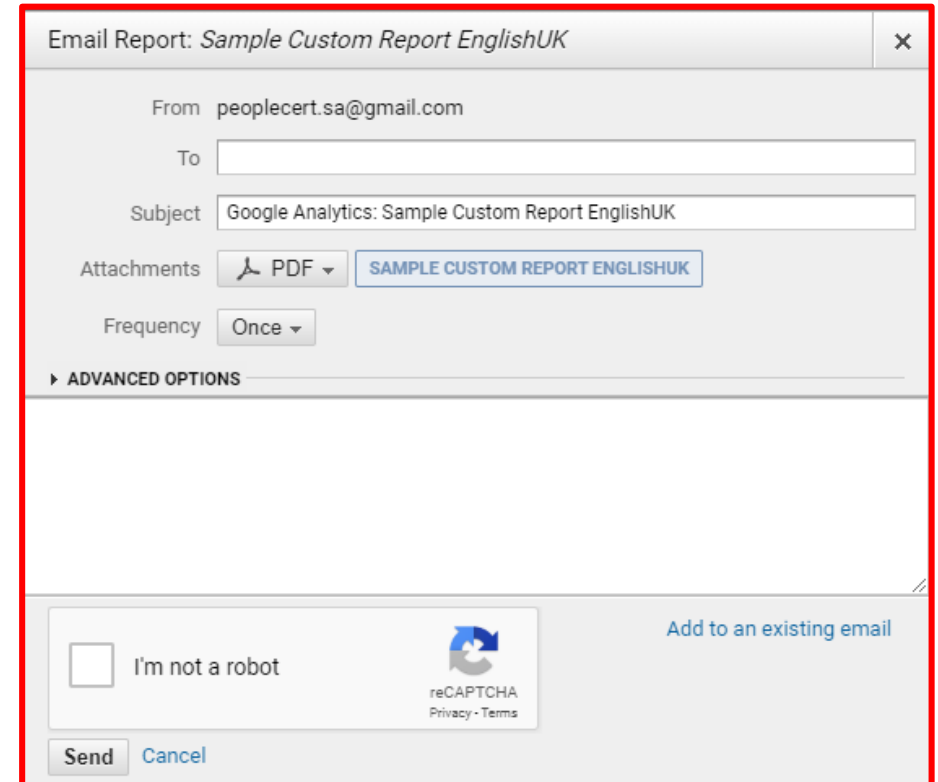
- Gather all the metrics and KPIs that matter in a single view
- Grab the link to the template of the below report: <http://bit.ly/EnglishUK-report>

Source / Medium ?	Sessions ?	Impressions ?	CTR ?	Bounce Rate ?	% New Sessions ?	Goal Completions ?	Cost ?	Cost per Goal Conversion ?	Goal Conversion Rate ?
	16,834 % of Total: 100.00% (16,834)	781,037 % of Total: 100.00% (781,037)	1.00% Avg for View: 1.00% (0.00%)	44.04% Avg for View: 44.04% (0.00%)	53.50% Avg for View: 53.50% (0.00%)	1,308 % of Total: 100.00% (1,308)	€902.15 % of Total: 100.00% (€902.15)	€0.69 % of Total: 100.00% (€0.69)	7.77% Avg for View: 7.77% (0.00%)
1. (direct) / (none)	8,481 (50.38%)	0 (0.00%)	0.00%	41.46%	54.83%	417 (31.88%)	€0.00 (0.00%)	€0.00 (0.00%)	4.92%
2. google / cpc	3,325 (19.75%)	719,489 (92.12%)	1.03%	77.05%	73.89%	292 (22.32%)	€357.68 (39.65%)	€1.22(177.60%)	8.78%
3. google / organic	2,898 (17.22%)	0 (0.00%)	0.00%	19.39%	25.98%	249 (19.04%)	€0.00 (0.00%)	€0.00 (0.00%)	8.59%
4. newsletter / email	521 (3.09%)	0 (0.00%)	0.00%	48.37%	79.46%	46 (3.52%)	€0.00 (0.00%)	€0.00 (0.00%)	8.83%
5. facebook / cpc	270 (1.60%)	61,548 (7.88%)	0.57%	52.96%	93.70%	158 (12.08%)	€544.47 (60.35%)	€3.45(499.63%)	58.52%
6. axelos.com / referral	233 (1.38%)	0 (0.00%)	0.00%	27.90%	44.64%	41 (3.13%)	€0.00 (0.00%)	€0.00 (0.00%)	17.60%
7. bing / organic	196 (1.16%)	0 (0.00%)	0.00%	15.82%	28.06%	21 (1.61%)	€0.00 (0.00%)	€0.00 (0.00%)	10.71%
8. mail.google.com / referral	84 (0.50%)	0 (0.00%)	0.00%	16.67%	13.10%	5 (0.38%)	€0.00 (0.00%)	€0.00 (0.00%)	5.95%
9. Sitecore / EMAIL	63 (0.37%)	0 (0.00%)	0.00%	11.11%	1.59%	0 (0.00%)	€0.00 (0.00%)	€0.00 (0.00%)	0.00%
10. mail.qq.com / referral	62 (0.37%)	0 (0.00%)	0.00%	9.68%	59.68%	7 (0.54%)	€0.00 (0.00%)	€0.00 (0.00%)	11.29%

Show rows: 10 Go to: 1 1 - 10 of 226

Sharing reports

- Receive the report in your email as a PDF or XLS attachment
- Automate delivery of it on a daily / weekly / monthly / quarterly basis
- Automatically share with other stakeholders as well

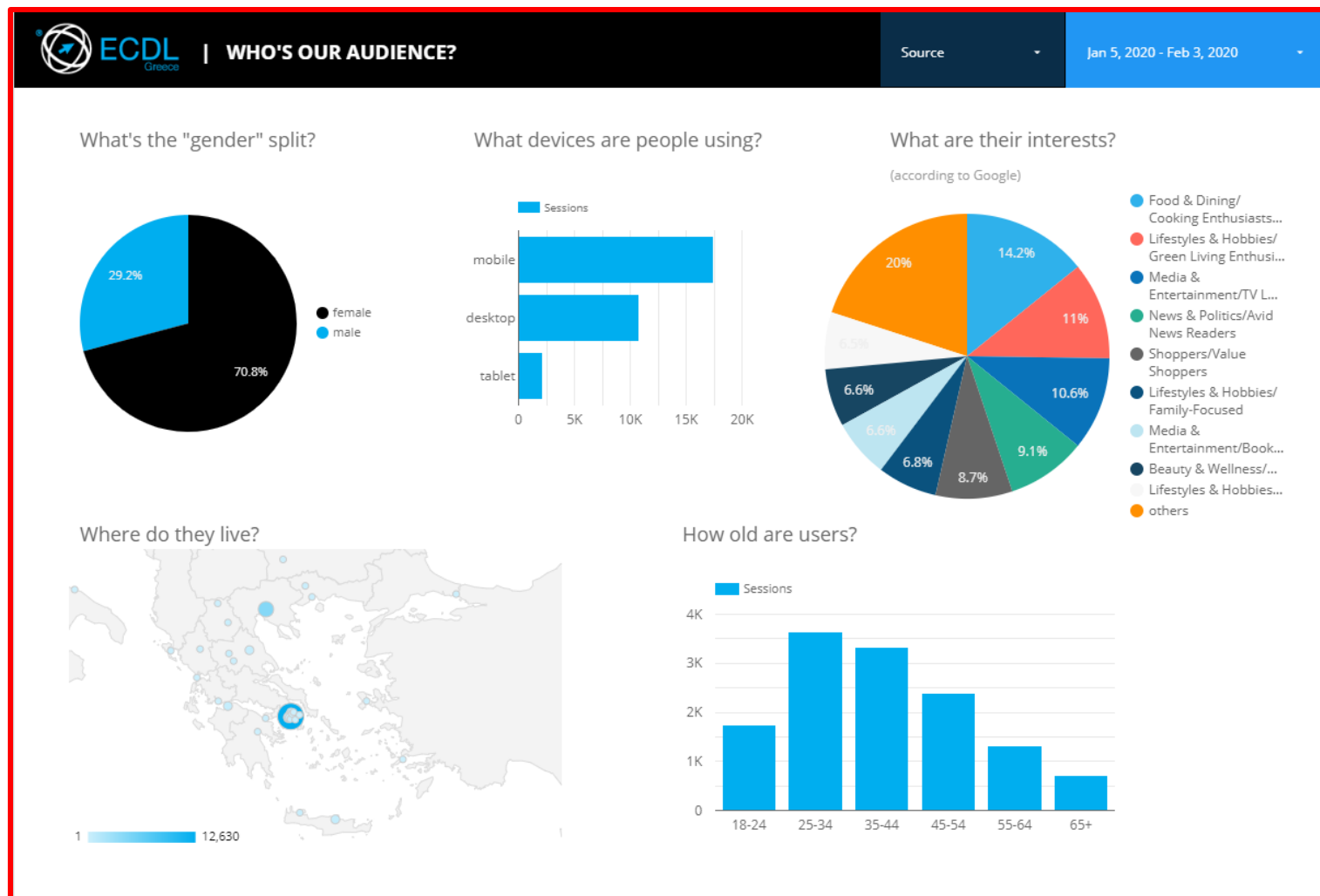


The screenshot shows a web-based configuration window titled "Email Report: Sample Custom Report EnglishUK". The window contains the following fields and options:

- From:** peoplecert.sa@gmail.com
- To:** An empty text input field.
- Subject:** Google Analytics: Sample Custom Report EnglishUK
- Attachments:** A dropdown menu set to "PDF" and a blue button labeled "SAMPLE CUSTOM REPORT ENGLISHUK".
- Frequency:** A dropdown menu set to "Once".
- ADVANCED OPTIONS:** A section header with a right-pointing arrow.
- reCAPTCHA:** A checkbox labeled "I'm not a robot" next to the reCAPTCHA logo and "Privacy - Terms" link.
- Buttons:** "Send" and "Cancel" buttons at the bottom left, and a blue link "Add to an existing email" at the bottom right.

More advanced reporting

- Create more visually appealing reports in Google Data Studio (free tool)
- Link sharing and email delivery automation features
- Integrate data from other systems as well, not only Google platforms (CRM, email platforms etc)





Language
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