

Index

■ A

AdWords, 182
AJAX Cart, 129
Attribution, 174

■ B

BigQuery, Big Data Analysis
 create reports, 238
 GA-BigQuery
 integration, 238
 GA data, 241
 hierarchy structure, 238
 query language (*see also* Data selection,
 from table)
 bounce rate, 250
 custom dimensions, 250
 finding data, 249
 grouping fields, 249
 joining data, 253
 JOIN statement, 252
 metrics comparison, 251
 pivot dimension, 252
 strategies
 architecture, 254
 extracting data, 255
 importing data, 254
 web interface, 239

■ C

Cachebuster, 234
Command-line interface, 239
CONCAT() function, 245
Content Groupings
 definition, 164
 by extraction, 164
 by rule definitions, 166
 by tracking code, 167
 types, 164

Cookie domain

 automatic configuration, 15
 create command, 16
 default, 15
 manual configuration, 16
 multiple domains
 autoLink command, 18
 cross-domain tracking, 17
 linker parameter, 18
Cross-domain tracking, 17

■ D

Data cleanup
 filters, 169
 segments, 170
 subdirectories, 170
 subdomains, 170
Google Analytics, 133
GTM, 133
 blocking triggers, 134
 overriding default
 values, 134
 internal traffic partition (*see* Internal traffic
 partition)
URLs
 case sensitive, 150
 content groupings, 163
 default pages, 151
 filters, 150
 fragment, 155
 hostname, 149, 156
 page, 149
 query parameters, 153
 site search, 159
Data collection, mobile apps
 data layer, 228
 deployment and testing, 229
GA
 app properties and views, 222
 vs. website data, 222

Data collection, mobile apps (*cont.*)

- GTM containers
 - tags, 225
 - triggers, 226
 - variables, 226
- SDKs
 - Android and iOS, 224
 - unity, 225
- single deployment tool, 221
- single reporting tool, 221

Data import

- cost data import, 219
- data set, 212
- extended data import, 216
 - campaign data, 217
 - content data, 218
 - custom data, 218
 - geographical data, 217
 - product data, 218
 - user data, 217
- hit data import, 216
- refund data, 216
- schema file, 214
- summary data import, 219
- updating/deleting data, 215
- upload data, 215
- working principle, 212

Data selection, from table

- aggregate function, 245
- CONCAT() function, 245
- FLATTEN expression, 247
- FLATTEN statement, 247
- order by ASCending, 248
- order by DESCending, 248
- STRING() function, 245
- TABLE_DATE_RANGE() function, 246

Design patterns

- auto-event tracking
 - built-in variables, 50
 - mechanics, 53
 - target option, 51
 - trigger, 49
- custom JavaScript, 53
- data layer, 48
- debug panel, 48
- explicit data layer, 54

Dimensions

- custom data generation, 202
- custom dimensions, 196
- from Form input, 205
- in GA, 199, 201
- pageviews and events, 196
- scopes, 196
- sending data, 200

■ E

Ecommerce tracking

- add and remove actions, cart, 119
- add and remove products, cart, 110
- checkout process, 109–110, 119
- currency conversion, 114
- data layer, 105
 - currency conversion, 107
 - declaration, 114
 - transactionProducts
 - array, 106
- enable enhanced ecommerce
 - GA, 111
 - GTM, 113
- in GA, 104
- GTM tag, 108
- for non-ecommerce sites, 104
- product click, 110
- product data, 115
- product detail, 117
- product detail view, 110
- product impressions, 110, 116
- promotion click, 110
- promotion data, 123
- promotion impressions, 110, 124
- purchase, 110, 121
- refunds, 110, 122
- user interaction
 - AJAX approach, 129
 - auto-event tracking, GTM, 127
 - dataLayer.push() command, 129
 - explicit data layer, 125
 - products and promotions, 124

■ F

FLATTEN statement, 247

Funnels

- Ajax and dynamic process
 - click listener, 99
 - Flash, browser plugin, 100
 - History Listener, 97–98
- creation, 87
- description, 86
- goal flow, 86
- span sessions, conversions, 100
- URL patterns, 87
 - partial funnel, 91
 - sign-up process, 92
 - suspicious funnel, 90
 - test goal, 89
- visualization, 86
- without URL patterns

- HTML form, 95
- iframe element, 94
- modals, 94
- pageviews, 93
- trigger, 96
- virtual pageview, 94

■ G, H

Goals

- admin settings, 83
- creation, 82, 84
- delete, 85
- destination, 81
- event, 81
- final destination, 86
- funnels (*see* Funnels)
- lists, 83
- pages per session, 81
- session duration, 81
- Google Analytics (GA), 3
 - account, 4
 - browser tools, 40
 - chrome web browser, 38
 - collaborate, 5
 - data collection
 - hits, 6
 - privacy considerations, 7
 - session, 6
 - users, 7
 - debug information, 39
 - debug mode, 39
 - Developer Center, 10
 - dimensions, 7
 - documentation, 10
 - edit, 5
 - filters, 135
 - custom filters, 137
 - predefined filters, 137
 - for view, 136
 - Google login, 3
 - Help Center, 10
 - manage users, 5
 - metrics, 8
 - for mobile apps (*see* Data collection, mobile apps)
 - premium properties, 5
 - property, 4
 - read & analyze, 5
 - Real-Time reports, 41
 - row limits, 8
 - sampling, 8
 - tool overlap and reconciliation, 9
 - views, 4, 135

- test view, 139
- unfiltered view, 139
- Google Search Console, 185
- Google Tag Manager (GTM), 133
 - account creation, 20
 - advantages, 19
 - blocking triggers, 134
 - building blocks, 22
 - tags, 23
 - triggers, 23
 - variables (*see* Variables)
 - chrome web browser, 38
 - container script, 20–21
 - data layer, 26
 - filling, 27
 - structure, 27
 - debug panel, 34, 36
 - implementing GA, 27
 - GTM tag creation, 28
 - migration, 31
 - pageview tracking, 31
 - property ID, 30
 - tag settings, 29
 - tracking code, 29
 - trigger, 30
 - overriding default values, 134
 - permissions
 - account level, 21
 - container level, 21
 - preview mode, 33
 - version management, 37
 - web-based interface, 20
- Google Webmaster Tools, 185

■ I, J, K, L

- Internal traffic partition
 - IP addresses, 140
 - lookup tables
 - to partition preview mode, 148
 - to partition test sites, 147
 - service providers, 144
 - test and production
 - environment, 146

■ M, N, O, P, Q, R

- Measurement Protocol
 - applications, 231
 - data processing, 236
 - HTTP request, 232
 - payload, 232
 - cache busting, 234
 - client ID and user ID, 233

■ INDEX

Measurement Protocol (*cont.*)

- parameters, 233
- request data, 234
- validation, 235

Metrics

- custom data generation, 202
- data layer declaration, 203
- in GA, 199, 201
- from interactions, 206
- scopes, 197
- sending data, 200

■ S

- SQL query language, 242
- STRING() function, 245

■ T

- TABLE_DATE_RANGE() function, 246

Tracking code, 11

- arguments, 14
- code placement, 15
- default code, 12
- field values, 14
- GA commands, 12
- hit type, 12
- HTTP request, 12
- multiple trackers, 13
- page view, 12
- property ID, 12

Tracking interaction, GTM

- auto-event tracking model, 71
- download links, 59
- event hits, 45
- events
 - action, 45
 - category, 45
 - design pattern (*see* Design patterns)
 - label, 45
 - non-interaction parameter, 46
 - value, 46
- hover, 71
- mobile and phone links, 62
- outbound links, 57
- pageview, 45
- scroll depth, 65
- social hits, 45
- social interactions
 - action, 71
 - Facebook likes, 72
 - initiation *vs.* completion, 72
 - network, 71
 - target, 71

- tabs, page content, 62
- time spent, 63
- video, 74

Tracking users

- custom data generation to GA, 203
- dimensions, 196
- in GA, 190
 - send user ID, GTM, 193
 - setting up user ID, 191
- metrics, 197
- user ID, 190

Traffic sources

- attribution, 174
- campaign tracking
 - avoiding conflicts, 178
 - channel groupings, 180
 - with GTM, 179
 - marketing and advertising links, 175
 - query parameters, 176
 - technical measures, 178
 - URL Builder tool, 177
 - vanity URLs, 178
- data integrations
 - AdWords, 182
 - DoubleClick platforms, 184
 - Google Search Console, 185
- direct traffic, 173
- ignoring certain referrers, 175
- organic search engines, 174
- organic search traffic, 173
- redirects, 185
- referral traffic, 173
- self-referrals
 - in acquisition reports, 187
 - subdomain tracking, 188
 - in untagged pages, 188

■ U

Unity, 225

User ID tracking, 190

- enable user ID, 191
- GA view, 192
- send user ID, GTM
 - to GA, 193
 - user ID value, 193
- session unification, 191
- setup, 191

■ V

Variables

- built-in variables, 24
- constant string, 26

- container version
 - number, 26
- debug mode, 26
- HTTP Referrer, 25
- lookup table, 26
- page content, 25
- random number, 26

- URL, 25
- user-defined, 25
- user interaction, 26

■ **W, X, Y, Z**

- Web interface, 239