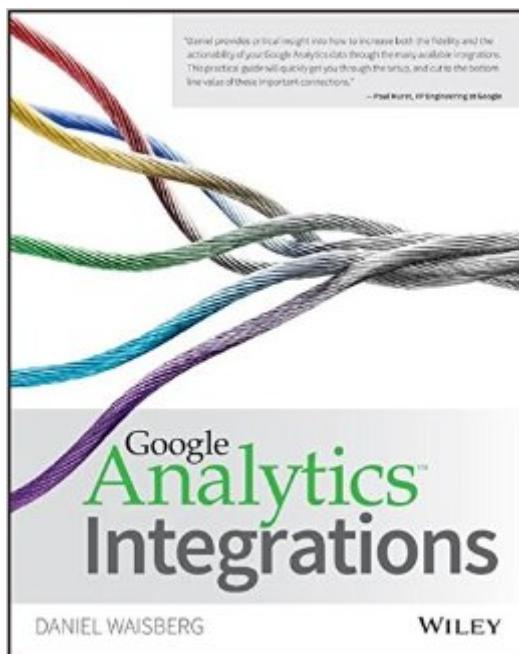


The book was found

Google Analytics Integrations



Synopsis

Get a complete view of your customers and make your marketing analysis more meaningful. How well do you really know your customers? Find out with the help of expert author Daniel Waisberg and Google Analytics Integrations. This unique guide takes you well beyond the basics of using Google Analytics to track metrics, showing you how to transform this simple data collection tool into a powerful, central marketing analysis platform for your organization. You'll learn how Google AdWords, AdSense, CRMs, and other data sources can be used together to deliver actionable insights about your customers and their behavior. Explains proven techniques and best practices for collecting clean and accurate information from the start. Shows you how to import your organization's marketing and customer data into Google Analytics. Illustrates the importance of taking a holistic view of your customers and how this knowledge can transform your business. Provides step-by-step guidance on using the latest analytical tools and services to gain a complete understanding of your customers, their needs, and what motivates them to take action. Google Analytics Integration is your in-depth guide to improving your data integration, behavioral analysis, and ultimately, your bottom line.

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Customer Reviews

This easy to read and understand book is THE essential guide to understanding & implementing Google Analytics. I do not consider myself a very technical person yet I have built a few ecommerce sites with Wordpress & platforms like Shopify & Bigcommerce. While you do get some basic

analytics with these types of sites, nothing can compare with Google, particularly when it comes to integration with mobile apps, youtube, and customized user data. The problem that this guide solves is in making Google Analytics very easy to understand for anyone & the included screenshots help tremendously for visual learners. The info presented here is both comprehensive and succinct outlined in a way that the average person can easily grasp. I was able to move through this book fairly quickly without getting bogged down with too much technical terminology. There are some suggested resources to add to the info including the Analytics Academy, Universal Analytics, The Interface Map, etc. which supplement the guide and are absolutely essential to getting started. I find that the information in this integrations book far surpasses the info I have found on the web, which has often left me with more questions than answers on many occasions, and yes....a great deal of frustration! One simply cannot compare taking hours to find the right answer to a fundamental problem online to having a guide available to answer any question that might (most likely WILL) come up in using Analytics.

Google Analytics is the gold standard for web analytics, and arguably the best source of data on website performance. This book is not for people who are new to analytics, but it begins with an excellent discussion of how -- and why -- to start with business goals, build key performance indicators, and plan how to collect and analyze data, as well as some thoughts about testing and getting buy-in from others in your organization. This plan is much better than merely poking around in your analytics and responding to the up and down arrows. The first chapter has a number of other useful discussions on matters like tagging traffic, setting up your interface, and implementing tracking code. None of this is extensive, but it's enough for people who are fairly comfortable with Google Analytics and able to Google up the details. The main part of the book tells you how to integrate Google Analytics code with other things. It takes you through the official integrations, including Adwords, AdSense, mobile apps, Webmaster Tools, and YouTube. While all this information is available online, there is a lot to be said for having step by step instructions right in front of you as you work. The instructions are thorough and written in a generally non-technical manner, though you do need to be familiar with concepts like destination URLs, paid search, etc. Having covered the integrations which are available in Google Analytics, the book goes on to discuss how to do custom data integration. This section frequently refers readers to Google's own documentation, and you shouldn't expect to be able to follow the instructions if you don't know HTML.

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