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Digital Analytics Architecture

For Publishers

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About **Me**

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Andy Gibson

Head of Vertical - News & Media
InfoTrust, LLC

Web analytics consulting & product development. **4,500+ sites** analyzed and supported annually.
50+ Digital marketing training programs a year. **Offices: Cincinnati, USA, and Dubai, UAE**

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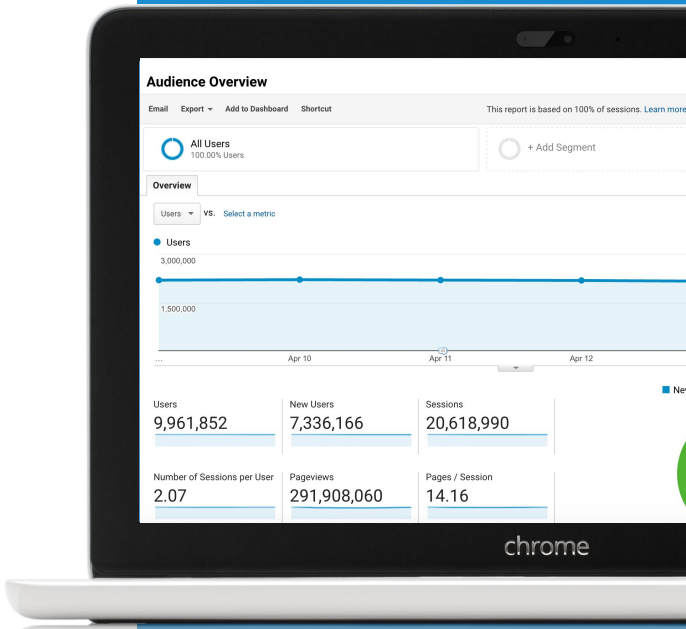
Google Analytics 360 **Benefits**

1. **Higher data collection limits:** If monthly hits > 10B, you need GA 360
2. **Faster processing:** < 4 hours (~15 min avg.)
3. **More integrations:** DoubleClick for Publishers (DFP), DoubleClick Bid Manager (DBM), DoubleClick Campaign Manager (DCM), BigQuery
4. **Additional custom data points:** 10x the Custom Dimensions and Custom Metrics available (200) as a Google Analytics standard property (20)
5. **Enterprise administration features:** Manage your entire organization's users across all GA 360 Suite products
6. **Rollup Properties:** A GA 360-only feature allowing you to roll up properties without retagging or updating code

Google Analytics



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Agenda

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Creating a Scalable Digital Analytics Architecture

Collecting Custom Data Points with GA 360

Utilizing the DFP - GA 360 Integration

Reporting Using GA 360 Roll-up Properties

Q&A

Making Your Digital Analytics Architecture **Scalable**

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Digital analytics architecture refers to the framework for data collection, utilization, and integration across an organization.

It's an important but often overlooked concept within organizations.

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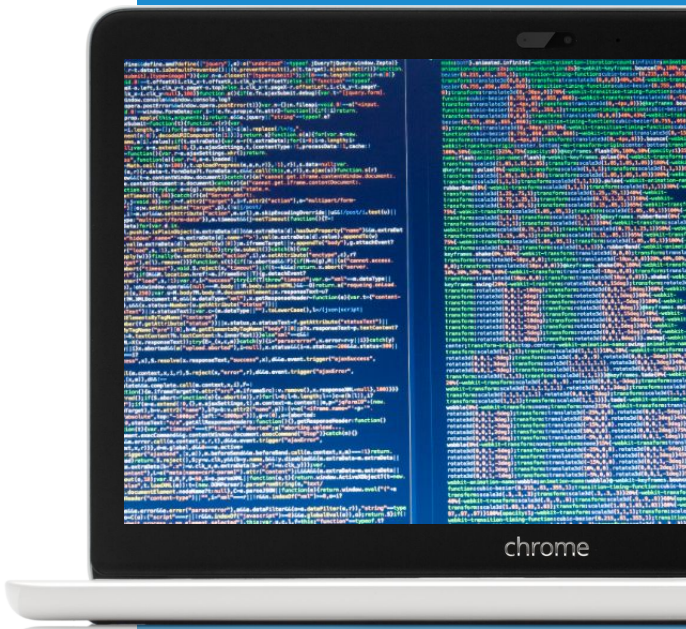
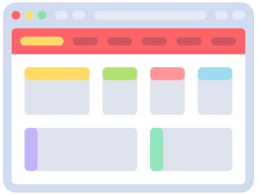
Utilizing a Standardized **Data Layer**

A data layer is nothing more than a JavaScript object containing information on users, their interactions, page structure and content, and more.

Every tag management system recommends using a data layer to standardize these data points across content, platforms, and organizations.



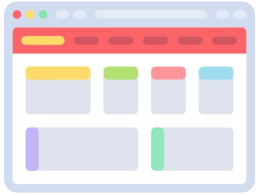
Example Multi-Site Publisher **Architecture**



Site 1

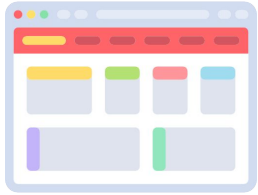
Standardized Data Layer

```
dataLayer = [{
        'userId': '1234',
        'loggedInStatus': 'Logged In',
        'daysSinceLastLogin': '3',
        'section': 'News',
        'subSection': 'Local News',
        'contentType': 'Article',
        'datePublished': '20170524',
        'dayPublished': '24',
        'monthPublished': '05',
        'yearPublished': '2017',
        'contentId': '989810',
        'platform': 'website1'
}];
```



Site 2

```
dataLayer = [{
        'userId': '5678',
        'loggedInStatus': 'Logged In',
        'daysSinceLastLogin': '2',
        'section': 'Sports',
        'subSection': 'Pro Sports',
        'contentType': 'Video',
        'datePublished': '20170523',
        'dayPublished': '23',
        'monthPublished': '05',
        'yearPublished': '2017',
        'contentId': '900842',
        'platform': 'website2'
}];
```



Site 3

```
dataLayer = [{
        'userId': '9876',
        'loggedInStatus': 'Logged In',
        'daysSinceLastLogin': '7',
        'section': 'Weather',
        'subSection': '7-Day Forecast',
        'contentType': 'Video',
        'datePublished': '20170524',
        'dayPublished': '24',
        'monthPublished': '05',
        'yearPublished': '2017',
        'contentId': '',
        'platform': 'website3'
}];
```

Benefits of a **Standardized Data Layer**

- No differences in data collection across properties or platforms
- Simplifies the data collection process for new properties - you already know what needs collected
- Easily manage exports and create organization rollups through integrations with additional tools using GA's API
- Less reliance on development team for using additional analytics & marketing tools - all necessary data is in the data layer

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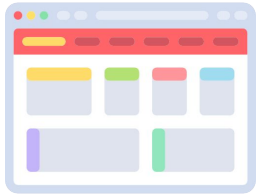
Example Multi-Site Publisher **Architecture**



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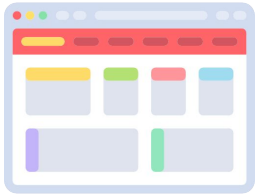
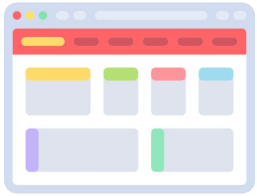


Site 2



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        'yearPublished': '2017',
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        'platform': 'website1'
}];
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```

Ways to Collect **Custom Data Points** in GA 360

- Custom Dimensions
- Custom Metrics
- Content Groupings
- Custom Events
- UserID
- Integrations with other platforms like DoubleClick for Publishers (DFP)

Custom Data Points in Google Analytics 360

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+ NEW CUSTOM DIMENSION

Search

Custom Dimension Name	Index	Scope	Last Changed	State
Date Published	1	Hit	Mar 29, 2016	Active
Published Day	2	Hit	Mar 29, 2016	Active
Published Month	3	Hit	Mar 29, 2016	Active
Published Year	4	Hit	Mar 29, 2016	Active
Content Type	5	Hit	Mar 29, 2016	Active
Has Video	6	Hit	Mar 29, 2016	Active
Category	7	Hit	Mar 29, 2016	Active
Content Owner	8	Hit	Jul 25, 2016	Active
Content Provider	9	Hit	Jul 25, 201	
Content ID	10	Hit	Jul 25, 201	

Custom Dimensions

Search

View	Hide DFP Revenue	
All Web Site Data	☐	☑
	☐	☑
	☐	☑
	☐	☐
	☐	☑

Show rows 10 1 - 5 of 5

DFP Integration

+ NEW CONTENT GROUPING

Search

Index	Name	Description	Last modified	Status
1	Content Classification	Tracking Code Enabled	Mar 29, 2016, 11:18:52 AM	ON
2	Content Type	Tracking Code Enabled	Mar 29, 2016, 11:19:00 AM	ON
3	Content Owner	Tracking Code Enabled	Aug 10, 2016, 3:30:10 PM	ON
4	Content ID	Tracking Code Enabled	Aug 10, 2016, 3:30:21 PM	ON

Content Groupings

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DoubleClick for **Publishers**

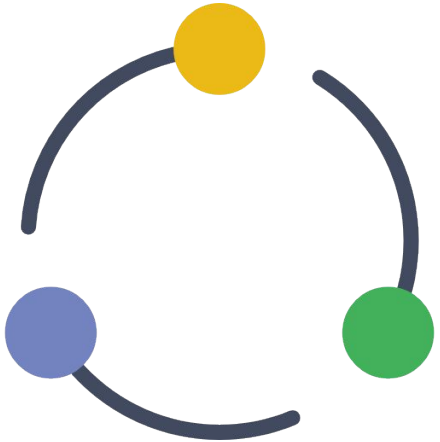
DoubleClick for Publishers is an advertising software as a service application managed by Google. It allows publishers to sell ad inventory on their digital properties.

The **Integration**

The integration between GA 360 & DFP allows data to flow back and forth between the two tools.

It has two major features:

1. Sharing GA Audiences with DFP
2. Pushing DFP data into GA 360 reports

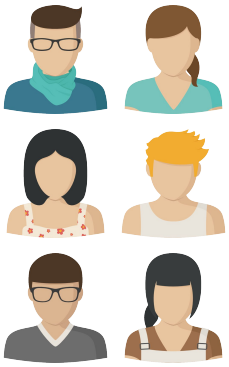


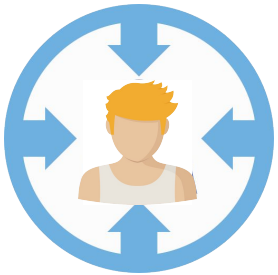
Feature #1: GA → DFP

Sharing GA Audiences with DFP

Google Analytics

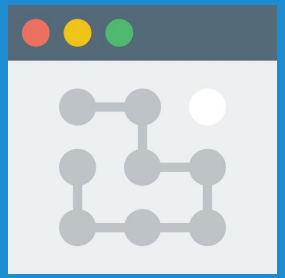
DoubleClick for Publishers





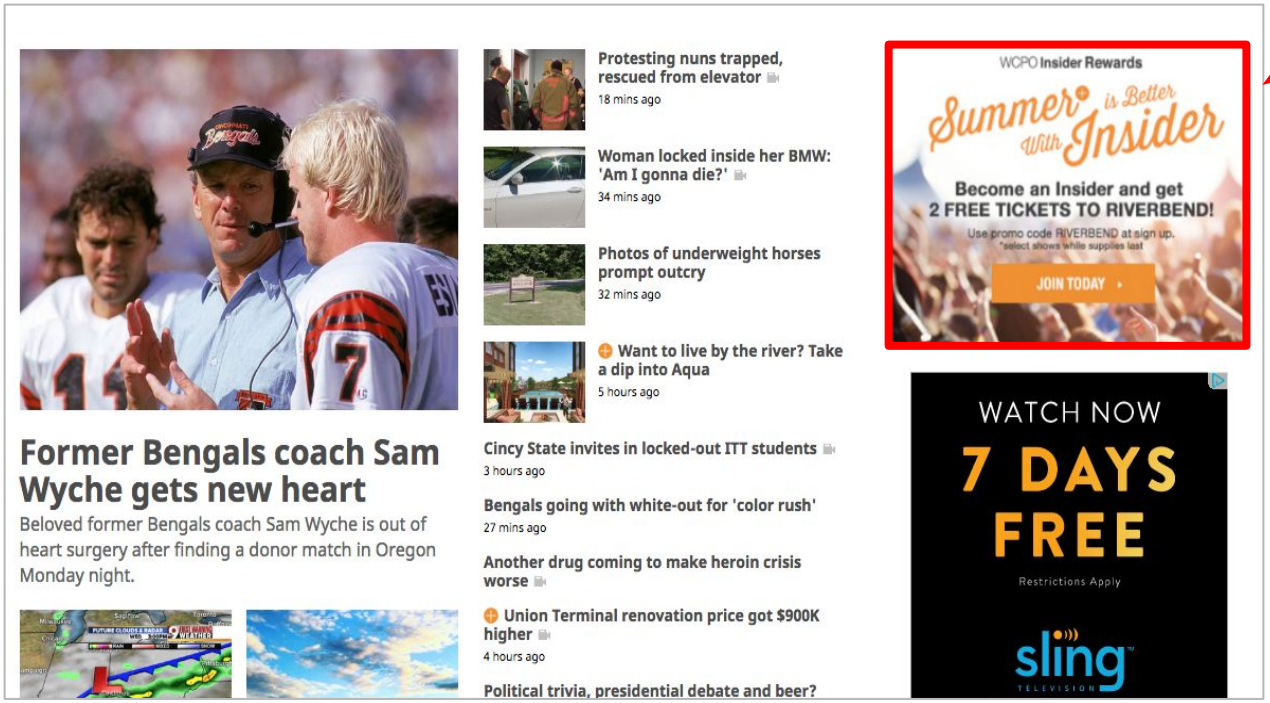
Benefit: Show more personalized, relevant ads

1. Target users based on their activity on your site



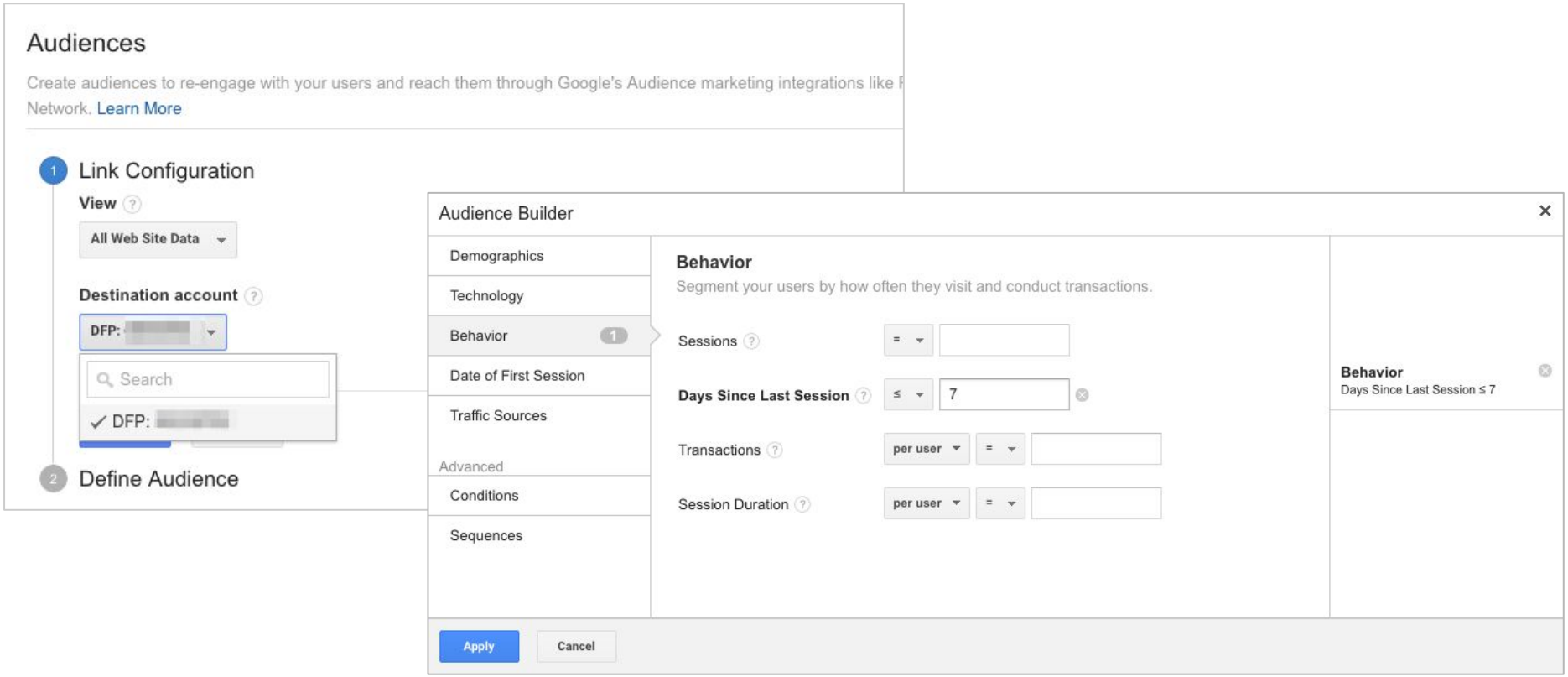
2. Target users based on their attributes

Ad Personalization

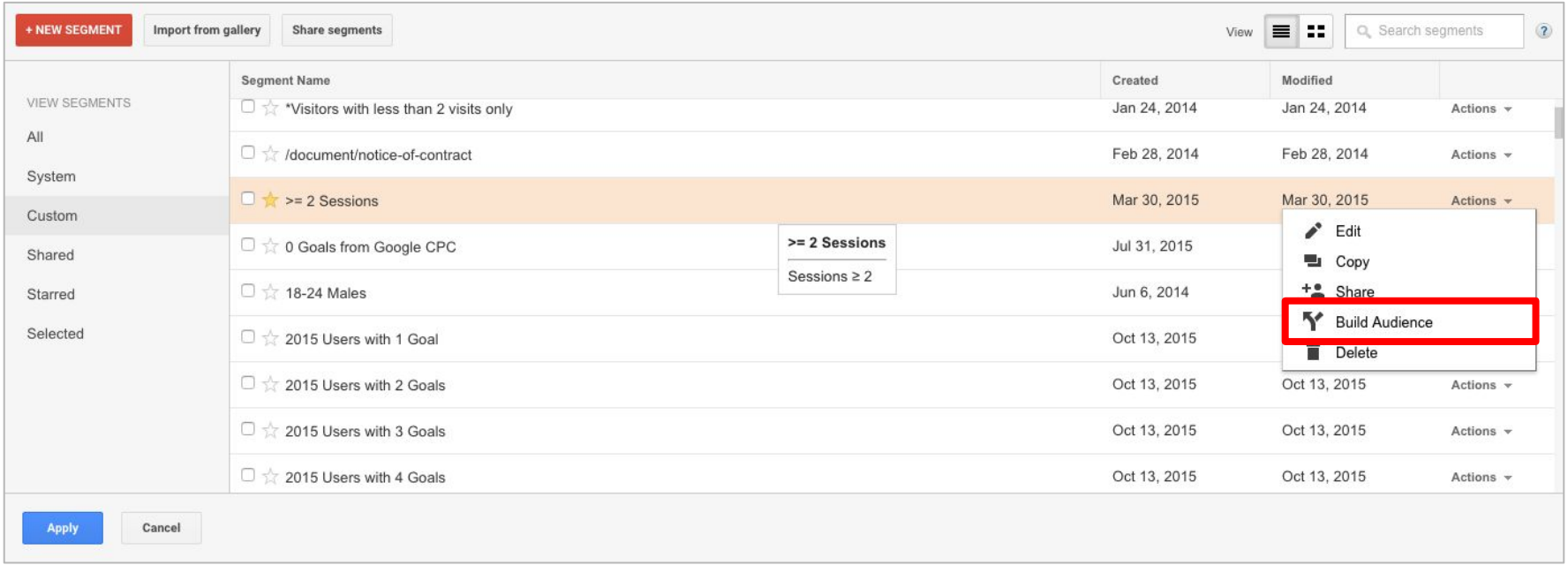


"I'm already a member, why am I seeing this ad?"

Build an Audience List from Scratch



Convert a Segment to an Audience List

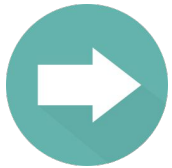


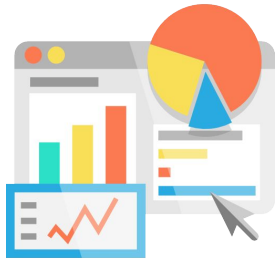
Feature #2: DFP → GA

Push DFP Data Into Google Analytics

DoubleClick for Publishers

Google Analytics





Benefit: Unified reporting view of ad revenue and user behavior

1. Standard Reports: Understand which traffic sources and pages drive the most ad revenue

2. Custom Reports: Understand which content categories, content types, sections, authors, etc. drive the most revenue

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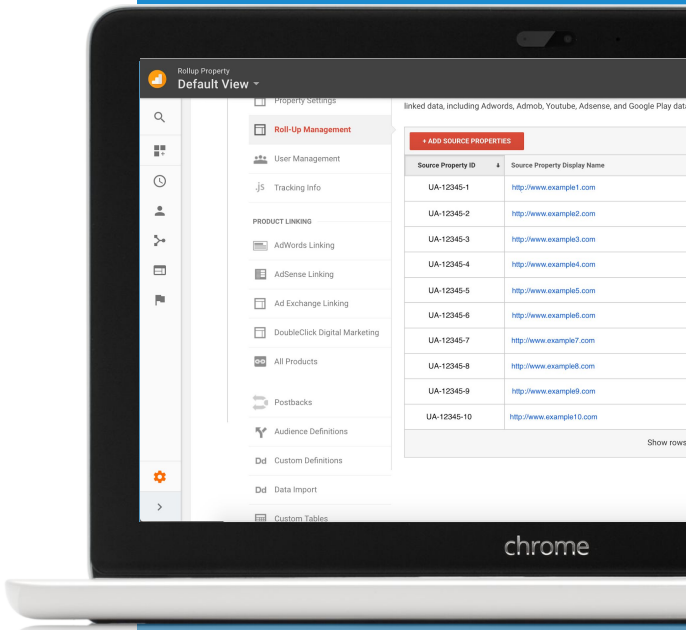
Rollup Property **Benefits**

1. **Multiple data sources:** Can include web, app, and measurement protocol hits
2. **Session merging:** When users visit multiple properties in the same rollup (and have the same clientId), their sessions are de-duped (1 session on each property = 2 sessions; rollup will only have 1 session)
3. **Each hit counts less:** Rollup hits only count at 0.5 of a hit, not a 1. This costs less in terms of monthly hit limits.
4. **Enable Remarketing Audiences based on your roll-up properties:** Remarket based on visits or actions on *any* of your source properties in the rollup

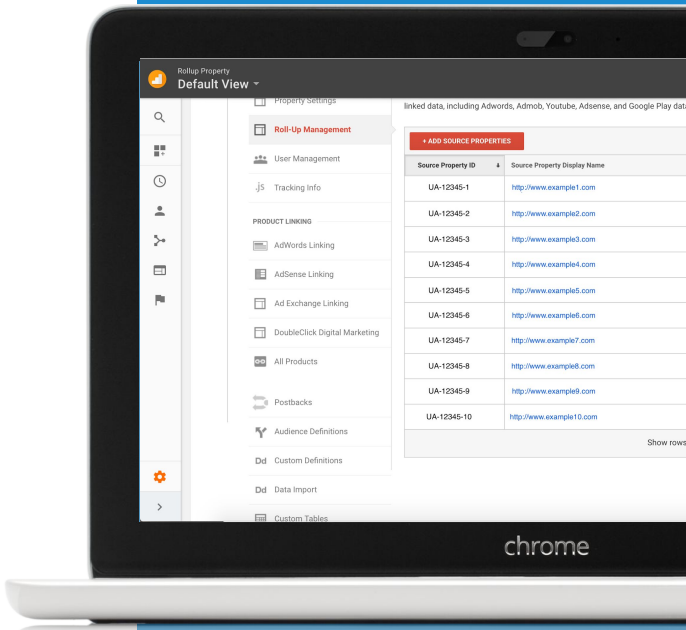


How It **Works**

- The properties you wish to rollup must be located in the same Google Analytics account
- All properties to roll up must be Google Analytics 360-enabled
- Google 360 Support has to create the Rollup property for you (A GA 360 Reseller can help here)
- Select the properties to roll up in the GA Admin interface
- Map the Custom Dimensions/Metrics you want to collect in the rollup property
- Build out necessary reports and dashboards

Why You Should Be Using **Rollup Properties**

1. Much easier to compare properties against each other
    a. Across markets
    b. Across platforms (web, app, etc.)
    c. Across brands
    d. Across countries
2. Google handles the heavy lifting: No code updates required, no export and deduplication work needed in another tool
3. Easily connect to additional tools like BigQuery, Tableau, Data Studio 360, Domo, etc. for advanced visualizations



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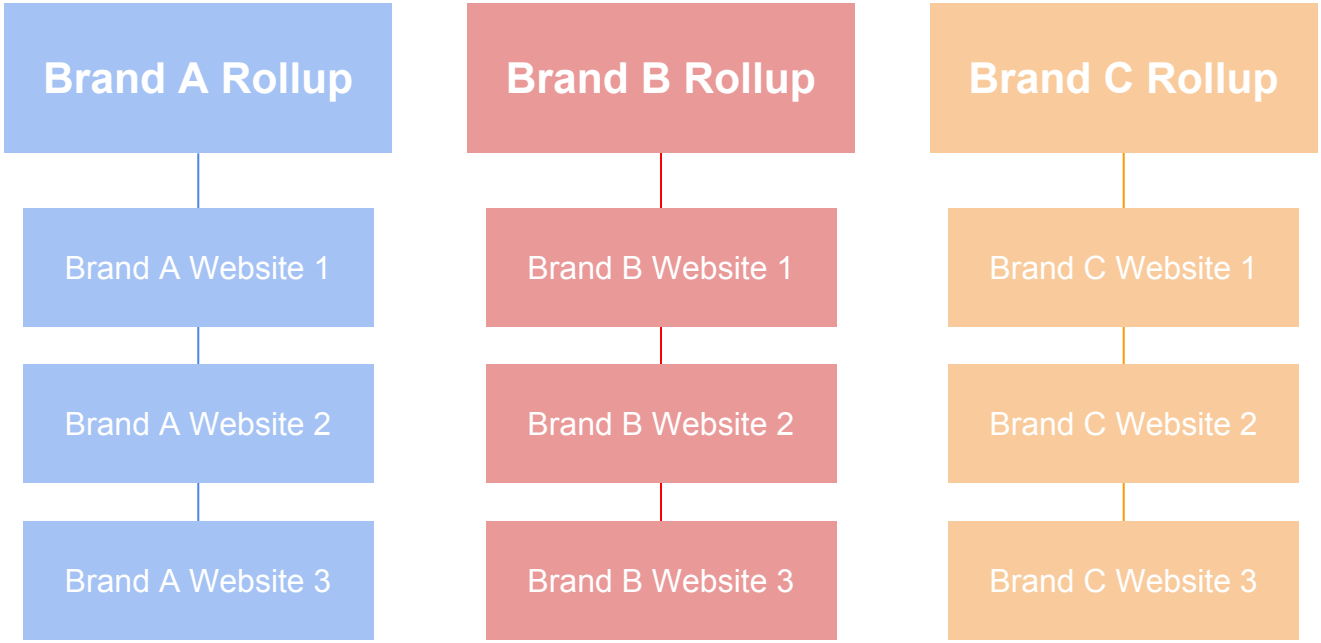
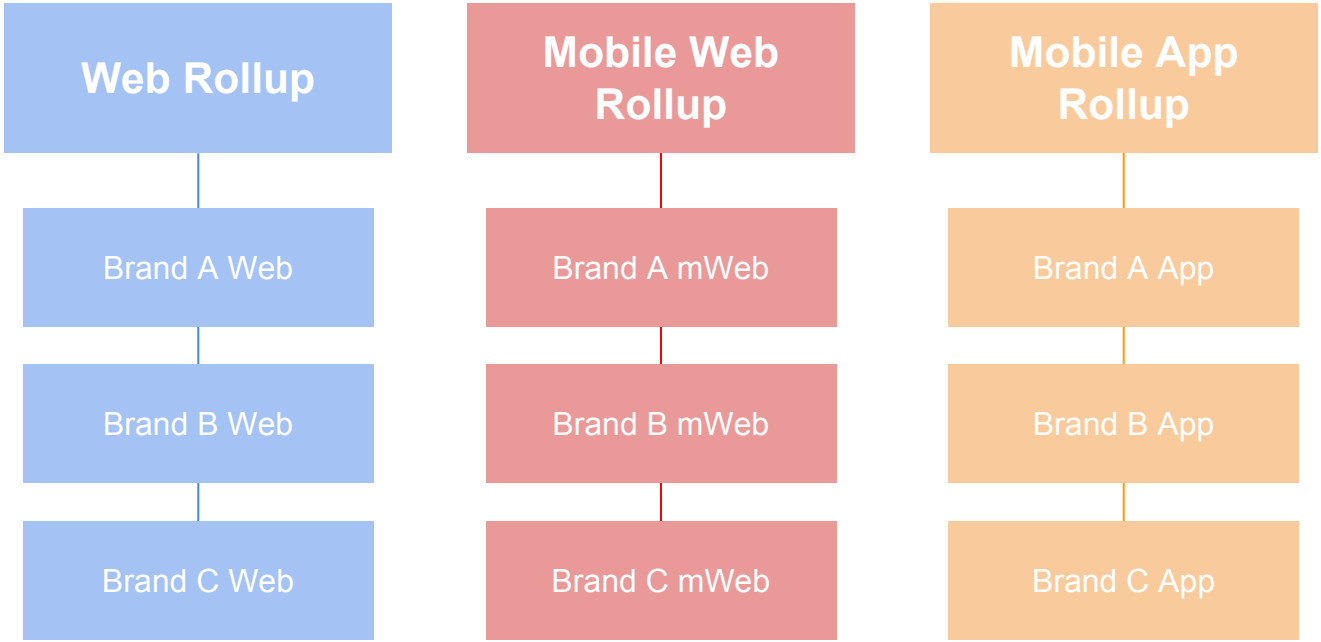
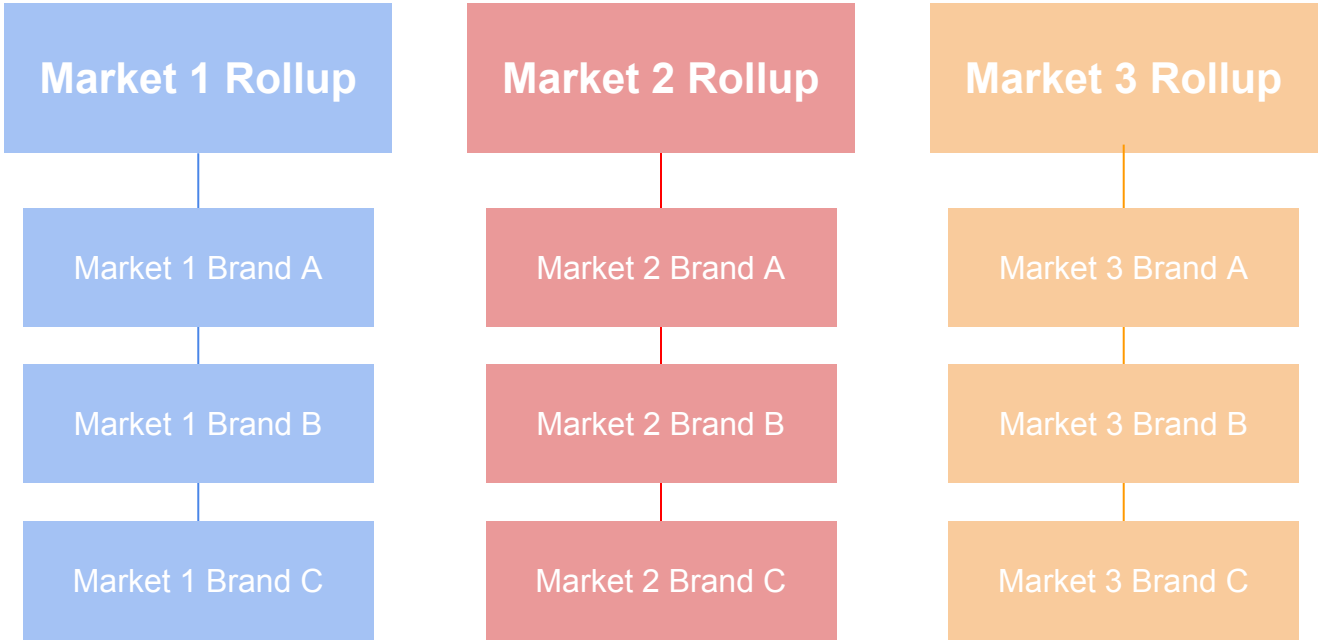
Use Case #1 - **Brand Comparison**



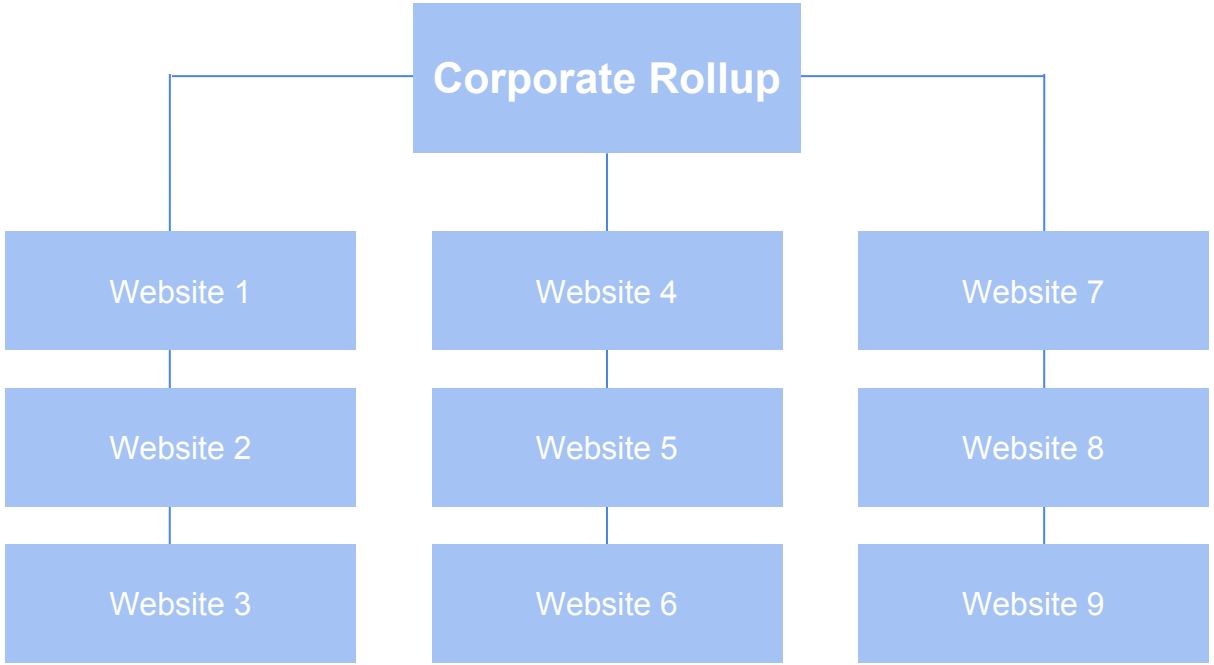
Use Case #2 - **Platform Comparison**



Use Case #3 - **Market Comparison**



Use Case #4 - **Global Corporate Rollup**



[Example] Rollup Property **Set Up**

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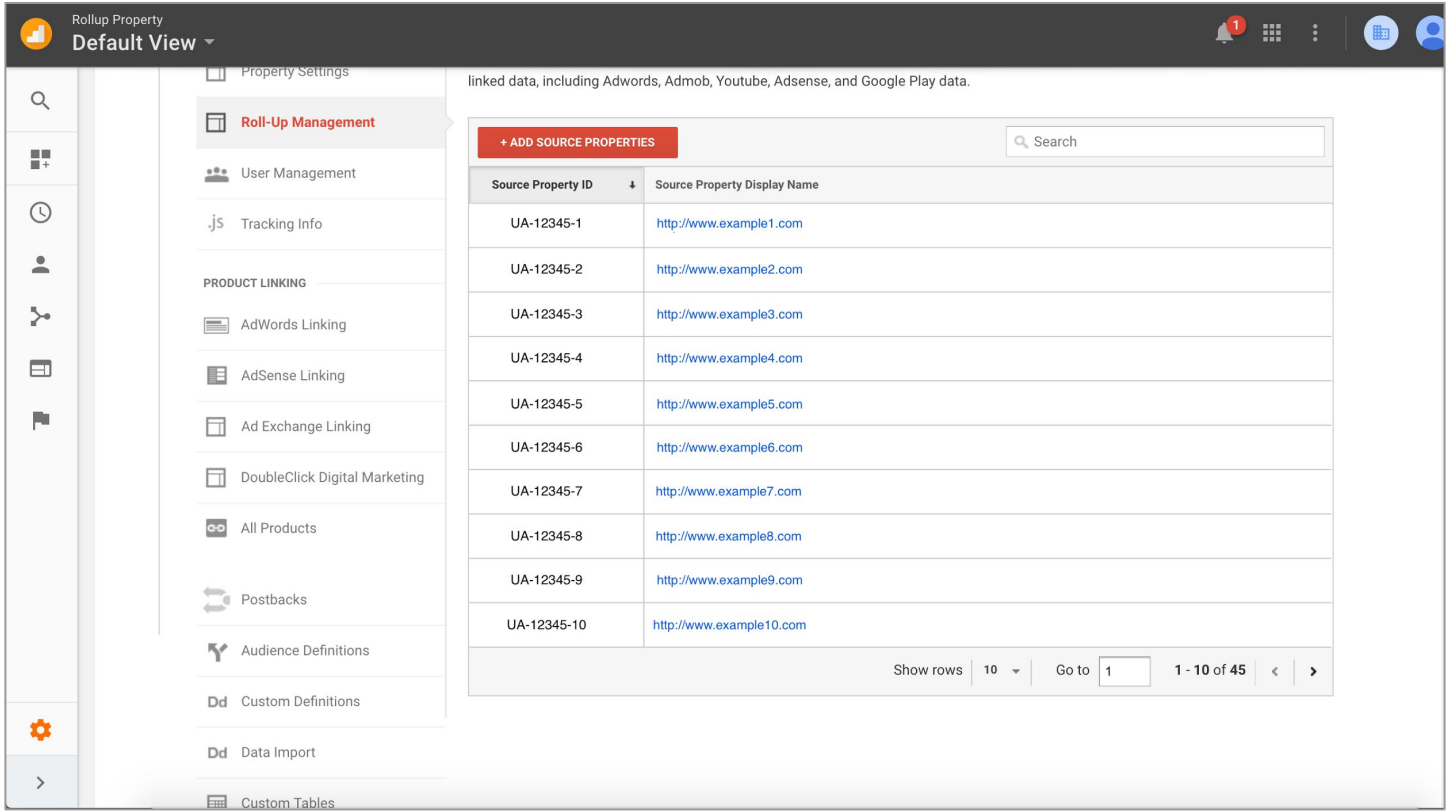

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[Example] Website **Rollup Report**

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Source Property Display Name	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	18,281,870 % of Total: 100.00% (18,281,870)	14,468,105 % of Total: 100.00% (14,468,105)	36,603,283 % of Total: 100.00% (36,603,283)	42.32% Avg for View: 42.32% (0.00%)	2.46 Avg for View: 2.46 (0.00%)	00:03:05 Avg for View: 00:03:05 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. http://www.example1.com	**1,184,205** (6.38%)	885,033 (6.12%)	2,500,615 (6.83%)	49.66%	1.97	00:02:18	0.00%	0 (0.00%)	$0.00 (0.00%)
2. http://www.example2.com	**1,094,384** (5.89%)	795,222 (5.50%)	2,782,349 (7.60%)	28.78%	3.09	00:03:45	0.00%	0 (0.00%)	$0.00 (0.00%)
3. http://www.example3.com	**880,002** (4.74%)	703,776 (4.86%)	1,586,711 (4.33%)	35.45%	2.95	00:02:02	0.00%	0 (0.00%)	$0.00 (0.00%)
4. http://www.example4.com	**827,097** (4.45%)	717,277 (4.96%)	1,436,004 (3.92%)	40.47%	3.36	00:04:46	0.00%	0 (0.00%)	$0.00 (0.00%)
5. http://www.example5.com	**683,509** (3.68%)	576,809 (3.99%)	1,176,188 (3.21%)	39.65%	3.94	00:03:42	0.00%	0 (0.00%)	$0.00 (0.00%)
6. http://www.example6.com	**671,221** (3.61%)	593,329 (4.10%)	963,125 (2.63%)	49.18%	1.89	00:01:50	0.00%	0 (0.00%)	$0.00 (0.00%)
7. http://www.example7.com	**668,428** (3.60%)	529,469 (3.66%)	1,219,641 (3.33%)	35.26%	2.38	00:03:44	0.00%	0 (0.00%)	$0.00 (0.00%)
8. http://www.example8.com	**647,273** (3.49%)	515,177 (3.56%)	1,228,992 (3.36%)	38.77%	2.81	00:04:44	0.00%	0 (0.00%)	$0.00 (0.00%)
9. http://www.example9.com	**633,479** (3.41%)	492,529 (3.40%)	1,078,348 (2.95%)	42.67%	2.15	00:03:16	0.00%	0 (0.00%)	$0.00 (0.00%)
10. http://www.example10.com	**612,465** (3.30%)	530,332 (3.67%)	979,808 (2.68%)	39.16%	2.24	00:02:54	0.00%	0 (0.00%)	$0.00 (0.00%)

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Benefits to Using **Data Studio 360** with Rollup Properties

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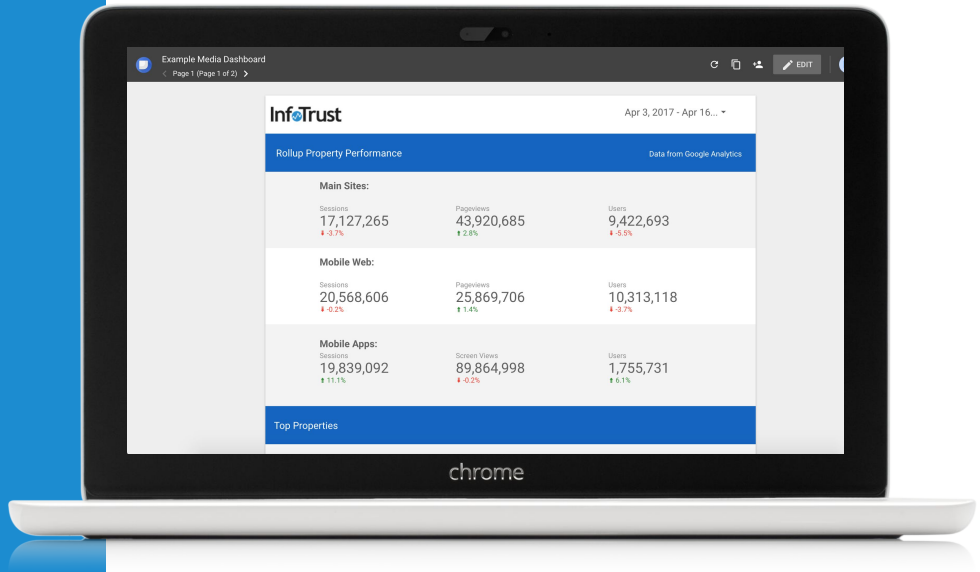
- Better visualizations
- Can use multiple data sources (i.e. multiple rollup properties) in the same dashboard
- Can add your company/agency branding
- Can share the dashboards without having to log in to Google Analytics
- Can add additional, non-GA data sources to the dashboard as well (AdWords, DoubleClick, data from Google Sheets, uploaded via a CSV, etc.)



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[Example] Data Studio **Report**

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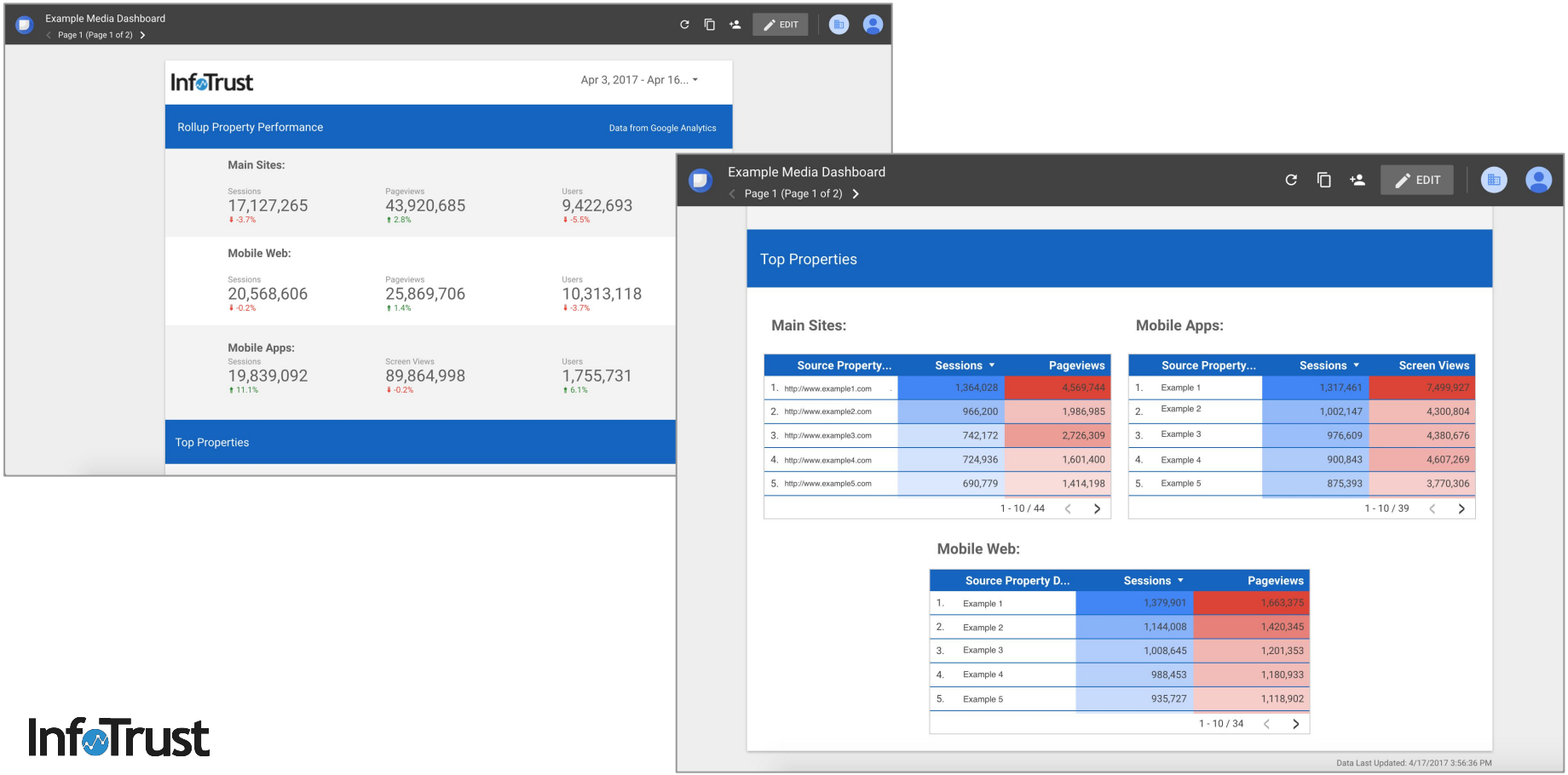

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Any Questions?

Andy Gibson
agibson@infotrustllc.com

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